

MAY 1969

CONCRETE

A MONTHLY JOURNAL OF CONCRETE TECHNOLOGY AND PRACTICE





"POZZOLITH and the Master Builders field man help us maintain uniform concrete strengths"

R. E. EGELHOFF... Vice President,
Concrete Supply Co., Pensacola, Florida.



BOB EGELHOFF, Manager of Concrete Supply Company... **Russell Wheeler** of Pensacola Testing Laboratories... and **Paul Whatley**, Master Builders field man, make tests vital to quality control.

"Meeting compressive strength specifications on a job by liberally over-designing the mix is an easy answer... but it's uneconomical. On the other hand, over-design is seldom the answer to controlling flexural strength.

"Many of our jobs require extra-close control of both compressive and flexural strengths. During the past 12 years—our POZZOLITH mix designs have easily met rigid strength requirements with exceptional batch-to-batch uniformity.

"The local Master Builders field man works with us regularly in checking the range of performance of local aggregates and cement to help us set up realistic, conservative—yet economical mixes for all our jobs.

"And because of the better workability... reduced shrinkage and higher bond-strength of concrete to reinforcement—we use POZZOLITH down the line, from run-of-plant concrete to the high quality mixes required for prestressed work."

Over 1500 quality conscious producers of Ready-Mixed concrete and concrete products are using today's POZZOLITH for similar reasons. They've found there's no equal to POZZOLITH... and to Master Builders field service. You and your customers can profit immediately. Call in the local field man now.

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Division of American-Marietta Company
The Master Builders Company, Ltd., Toronto 9, Ont.
International Sales Department, New York 17, N. Y.
Branch Offices in all principal cities.



CONCRETE SUPPLY COMPANY produces quality concrete for the Pensacola area that meets exacting requirements for Army, Navy and Air Force projects... state and local public works and all types of private projects. Company officers are **W. J. Noonan, Sr.**, President—**R. E. Egelhoff**, Vice President—**W. J. Noonan, Jr.**, Secretary.

MASTER BUILDERS POZZOLITH*

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GIVES YOU MORE HIGH QUALITY CONCRETE BLOCKS

- ✓ per square foot of plant space occupied
- ✓ per dollar of capital invested
- ✓ per man-hour employed

Columbia 12"-HIGH—the "ONE MACHINE" Block Plant

Operating at 4 to 6 cycles, with "cushioned stripping" the 12"-HIGH produces precision, quality block at a rate to meet your market's demand. The 12"-HIGH is the *one* block machine on the market that will successfully produce all three: 4"-high, 8"-high, as well as 12"-high units in a wide variety of shapes and sizes — Roman brick, Norman tile, silo staves, with meter boxes, flue liners, partition block, hexagonal drain tile, prestressed units, fence posts, specially designed face blocks, other special shapes.

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IT'S EASY TO OWN A COLUMBIA 12"-HIGH. The low original price represents an easily amortized capital investment. Flexible "pay-as-you-depreciate" plan makes you the owner of this profitable piece of concrete manufacturing equipment on an easy-to-pay basis.

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Factory Branch and Warehouse: MATTOON, ILLINOIS Parts Depot and Office: BURBANK, CALIFORNIA

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LEVATORS
KIP HOISTS
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ALLETTS • RACKS



BLOCK SPLITTERS



MAGNETIC RETURN



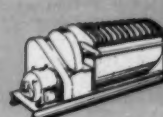
3-BLOCK



2 1/2-BLOCK



2-BLOCK

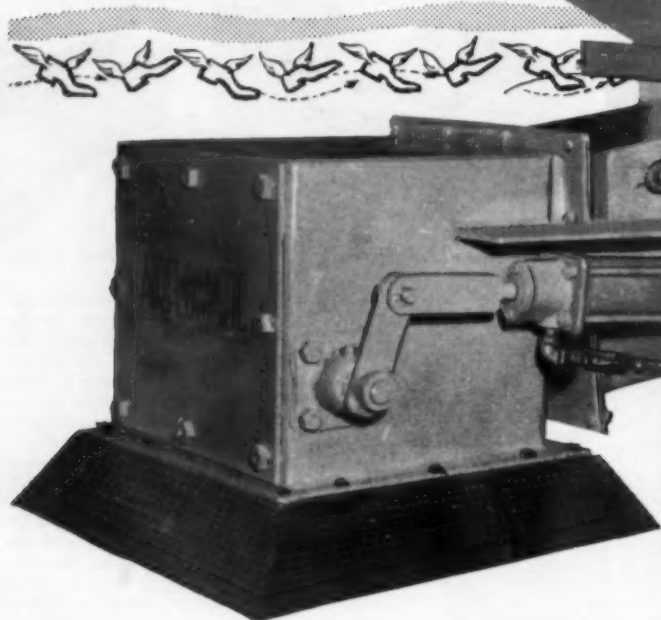


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TURNABLES
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AUTOMATIC LOADER
AND UNLOADER

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let your cement
walk on air!



The BUTLER Airflomatic Cement Feeder

With the BUTLER AIRFLOMATIC your cement is conveyed on a trouble-free cushion of air. No moving parts to break. Nothing to cause down-time because of feeder trouble.

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Best of all, the BUTLER AIRFLOMATIC can easily be installed in any plant regardless of make wherever a vane feeder or screw feeder has been used.

A blower attached to the batcher platform provides a cushion of large volume, low pressure air

which also aerates and fluffs the cement in the overhead bin... and does it much more effectively than a costly compressor. Often no jets for additional air are needed.

So no matter who manufactured the plant you have, call in the BUTLER Distributor* for a complete description of the Airflomatic Feeder or send the coupon directly to BUTLER BIN. You'll get prompt action.

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*One BUTLER Distributor put an Airflomatic in his pick-up truck, called at 20 Concrete Plants and Roadbuilders set-ups. All 20 bought Airflomatics. You'll want it, too.

BUTLER BIN COMPANY, Waukesha, Wisconsin

Please send me complete description and costs of the BUTLER AIRFLOMATIC CEMENT FEEDER

- ☐ We have a Ready-Mixed Plant which was manufactured by.....
- ☐ Highway Batching Plant which was manufactured by
- ☐ Concrete Block Plant which was manufactured by

NAME

COMPANY

STREET

CITY

STATE

MAY 1959

CONCRETE

For producers of concrete block, precast and prestressed concrete products and ready mixed concrete

VOL. 67, NO. 5 • EST. 1904 • PUBLISHED MONTHLY BY CONCRETE PUBLISHING CORP. • 400 W. MADISON ST., CHICAGO 6, ILL. • CENTRAL 6-8822

FEATURES FOR THIS MONTH

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DEPARTMENTS

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Equipment and Materials 32

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Six Steps to Improved Reading Comprehension 19

Developing faster reading habits, with an accompanying gain in comprehension, is mostly a matter of reading more, quickening your pace, and paying attention while you're reading. The material for the six steps developed in this short article was adapted from: How to Read Better and Faster, by Norman Lewis.

The Block Producer and the Over-all Marketing Picture 20

Marketing means more than just selling and promoting block. In a talk to the Texas Concrete Masonry Association, James A. Jones, Texas housing and products engineer, Portland Cement Association, detailed other facets of marketing, with particular emphasis on those areas where he feels block producers fall short in their efforts.

How to Make Your Collective Bargaining Successful 22

Here's a discussion of what collective bargaining means; also discussed are some of the points on which you and your negotiating team should prepare in advance of talks with union members. By Robley D. Stevens, LL.D.

Mortarless Block . . . The Picture as of 1959 24

The staff of CONCRETE has attempted to present information about the known types of mortarless block. The article also discusses the merits and demerits of mortarless block construction.

Machines Can Speed Up Office Work, Also 30

A. Buchini Company, Erie, Pa., finds that an inexpensive accounting machine cuts in half the office time spent on accounts receivable and payroll. By Guido Gianoni.

Why Help The Competition? — Editorial 18

A pictorial comparison between a steel prefab building and a purposefully ugly block building brings up the question of the ways in which producers give aid to the sale of competitive materials — hickering over curing methods, types of aggregates, price wars, and slovenly plants and offices, particularly those built of our own products.



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HERE'S WHY YOU SHOULD ADD COLUMBIA CALCIUM CHLORIDE TO YOUR CONCRETE

READY MIX CUSTOMERS SAVE TIME, MONEY

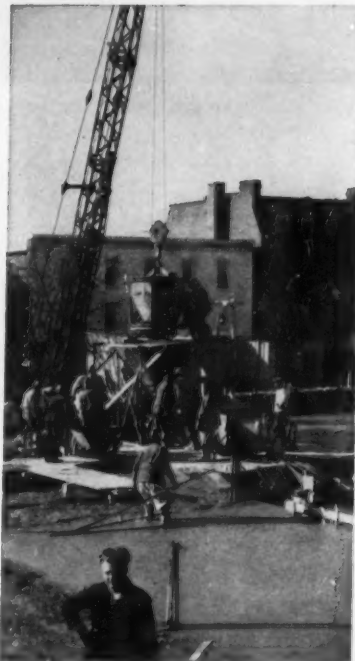
Here's a business-building tip that keeps customers coming back, order after order. Recommend adding Columbia Calcium Chloride to their concrete. Columbia Calcium Chloride treated concrete sets and reaches strength faster, cuts down on time loss between customers' pouring and finishing operations. Ultimate strength tests higher, too. At any time during the curing period, concrete made with Columbia Calcium Chloride has greater strength than plain concrete. Additional advantages are better density, more uniform curing and increased workability. It all adds up to substantial savings for your customers in time and labor costs. It means satisfied, loyal customers for you.

BETTER CONCRETE PRODUCTS FASTER AT LOWER COST

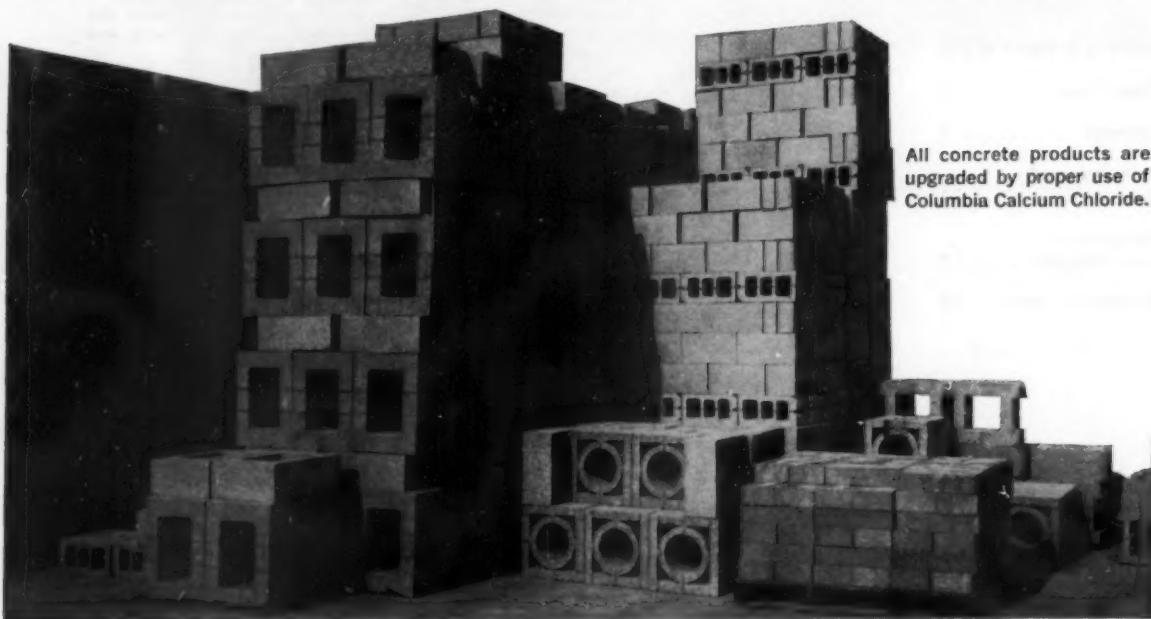
The peak building season is just ahead and your customers soon will be wanting delivery on their orders *yesterday!* Columbia Calcium Chloride treated concrete is a big help in your production problems. Pre-steam holding, steaming and soaking times can be safely reduced. You get faster early strength, higher ultimate strength. There's less product cracking and chipping in handling. You can reduce inventory, too. Faster production with economical Columbia Calcium Chloride cuts your costs, lets you trim stocks and still meet delivery deadlines. Order economical Columbia Calcium Chloride today from your nearest Columbia-Southern distributor.

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Calendar...

**MAY
17-19,
1959**

Empire State Sand, Gravel and Ready Mix Association — 8th Annual Convention — Sheraton-Brock Hotel, Niagara Falls, Ont., Canada.

**MAY
25-26,
1959**

Wire Reinforcement Institute — Annual Spring Meeting — The Greenbrier, White Sulphur Springs, W. Va.

**MAY
25-30,
1959**

Concrete Reinforcing Steel Institute — Annual Meeting — The Greenbrier, White Sulphur Springs, W. Va.

**JUNE
14-16,
1959**

Florida Concrete & Products Association — 5th Annual Convention — Key Biscayne Hotel, Miami, Florida.

**JUNE
17-20,
1959**

Expanded Clay & Shale Association — Annual Mid-Year Meeting — Hotel Commodore, New York, N. Y.

**JUNE
18-20,
1959**

New York State Concrete Masonry Association — Mid-Year Meeting — Rocky Point Inn, Inlet, New York.

**JUNE
21-26,
1959**

American Society For Testing Materials — 62nd Annual Meeting — Chalfont-Haddon Hall, Atlantic City, New Jersey.

**AUGUST
10-12,
1959**

National Cinder Concrete Products Association — Conference of Lightweight Concrete Block Manufacturers — Chalfont-Haddon Hall Hotel, Atlantic City, New Jersey.

**NOVEMBER
1-7,
1959**

Prestressed Concrete Institute — 5th Annual Convention — Deauville Hotel, Miami Beach, Fla.

**DECEMBER
6-7,
1959**

South Carolina Concrete Masonry Association — Annual Convention — Columbia Hotel, Columbia, S. C.

FROM THE NEWS DESK

Florida Short Course on Supervision a Success

Interest in the techniques of employee supervision was evidenced by the number of supervisors who attended the recent short course on "Practical Ideas to Improve Your Supervision," held by the Florida Concrete and Products Association. Over 100 supervisors from member plants attended the course, held April 4, at Winter Park.

Just a partial list of the topics touched upon included: supervisor mistakes that create unrest and dissatisfaction; how supervisors should deal with people working under them; personality traits of employees who are potential trouble makers and how to deal with them; money problems of employees; communication with employees; handling of grievances; job instruction and training; and safety.

With the exception of two outsiders, labor lawyer Grandville Alley and Edward Fallon, director of training of supervisors and management, Martin Co., the other 10 speakers were all from the ready mixed concrete or concrete products industries and were intimately acquainted with the problems of producers. The 10 from concrete plants were: Ed Smith, Pinellas Concrete Company; Charles Garrick, Holloway Concrete Products Co.; Gene De Pratto, Capital Concrete Co.; John Malkewitz, Capital Concrete Co.

Also, Hugh Childs, Pinellas Concrete Products Co.; George Brewer and Ken Turnbull, Meekins, Inc.; Marshall Rinker, Rinker Materials Co.; Wade Roberts, W. J. Snow Co.; and Gordon Carpenter, R. H. Wright Co.

20 Floors of Concrete Less Costly Than Steel

Each of nine general contractors bid twice on three 20-story apartment houses for the New York City Housing Authority — once on a concrete

frame and once on a steel one. All found concrete cheaper.

This was the result of comparative bidding on the Woodrow Wilson Housing Project at 105th Street and Franklin D. Roosevelt Drive in New York City, carried out by the Authority in an effort to determine the relative economy of concrete vs. steel structural frames. When the bids were opened, Friday, April 3, 1959, they showed concrete construction to be between 8 to 20% less than steel.

J. R. Steelman Honored By Milwaukee Sales Group

Julien R. Steelman, president of the Koehring Company, Milwaukee, since 1952, was selected for the 1959 Outstanding Citizen Award of the Milwaukee Sales Executives' Club. He accepted the award during a dinner meeting March 19th at the Milwaukee Athletic Club.



J. R. Steelman

The dinner was held as a part of National Salesman Week, March 15-21. Fred F. Loock, president of the Allen-Bradley Company, received the Outstanding Citizen Award in 1958, the first year that it was presented.

Continued high interest in civic affairs while guiding the expansion of a diversified industrial concern was cited as the reason for the Steelman choice. Koehring Company sales have risen from \$10 million in 1941, when Steelman became vice president in charge of sales, to a current \$55 million rate. The company has pushed an aggressive product development and company acquisition program.

Stelman has been active in both the Community Chest and Junior Achievement, the Wisconsin State Chamber of Commerce, as a director of the Better Business Bureau and as vice president of the Wisconsin Manufacturer's Association. His

memberships also include the Transportation Committee of the Milwaukee Metropolitan Study Commission.

Nationally, Steelman has been president of the Construction Industry Manufacturer's Association, the Power Crane & Shovel Association and the American Road Builder's Association (two-years 1957-58). He was recently elected chairman of the board of the International Road Federation and is listed as an executive reservist and advisor with the Business and Defense Services Administration of the U. S. Department of Commerce.

5th Prestress Convention To Be Held at Miami Beach

One of Miami Beach's new fancy hotels, bordering right on the warm Atlantic Ocean, will be the scene of the fifth annual convention and meeting of the Prestressed Concrete Institute, Nov. 1-7, 1959. The Deauville Hotel is one of the newest of the plush tourist and convention accommodations lining the shores of this famous winter time vacation resort.

1958 ASTM Standards Out in 10-volume Set

The American Society of Testing Materials has completed publication of its 10-part 1958 Book of ASTM Standards.

In the new 10-volume set of standards, the two books of most interest

to members of the concrete industries are Parts 4 and 5.

Part 4, price \$12, contains specifications for, among others: cement, masonry mortar, concrete aggregates, concrete, and materials for curing concrete.

Part 5, also \$12, includes, among others: brick, structural tile and filler block, concrete masonry units, pipe and drain tile, tests of building constructions, and fire tests.

Aristocrat Assn. Elects Fred Reinhold President

Fred W. Reinhold, past president of the National Concrete Masonry Association, has been elected president of the Aristocrat Association, an organization formed by producers of the new plastic-faced Aristocrat concrete block.



F. W. Reinhold is president of Anchor Block Co., Buffalo, Volz licensee in northwestern New York state.

The Association elected Noel Harter, of Harter Marblecrete Stone Co., Oklahoma City, vice-president in charge of technical problems, and William K. Nitterhouse, of Nitterhouse Concrete Products Co., Inc., Chambersburg, Pa., vice-president in charge of advertising and public relations.

Charles H. Close, Jr., sales manager of Volz Products, Inc., of St. Louis, which developed the Aristocrat process, was chosen secretary treasurer.

Aristocrat is a plastic-faced block which allows builders to erect finished, load-bearing walls in one operation. More than 70 concrete block companies throughout the United States and Canada have been licensed to produce Aristocrat Block, and negotiations are now in progress to award franchises abroad.

Consumer Survey Shows Housing Market Perk-Up

A late March issue of Washington Letter, official publication of the National Association of Home Builders, Washington, D. C., reports a pronounced upturn in the intentions of consumers to buy new homes during the last several months.

This cheering news for the home building industry was disclosed by the latest report of the University of Michigan Survey Research Center covering the period of January and February 1959. The previous national survey of "consumer attitudes and inclinations to buy" conducted by the University in cooperation with the Federal Reserve Board took place in October 1958.

The University said that plans to buy houses have risen sharply since October and are now substantially above the frequency of early 1958 as well as 1957. The report attributed the sharp rise to the joint impact of more favorable credit conditions and the improvement in consumer sentiment.

At the same time it warned that should housing credit become tighter later in the year, it is unlikely that

IT HAPPENS EVERY DAY Latest rulings in Labor Relations

CAN YOU FIRE A THIEF WHEN THE LAW FAILS TO ACT ?



ARBITRATOR'S DECISION



YES. COMPANY MAY EVALUATE EVIDENCE FOR ITSELF AND TAKE DISCIPLINARY ACTION - DISMISSAL IN THIS CASE.

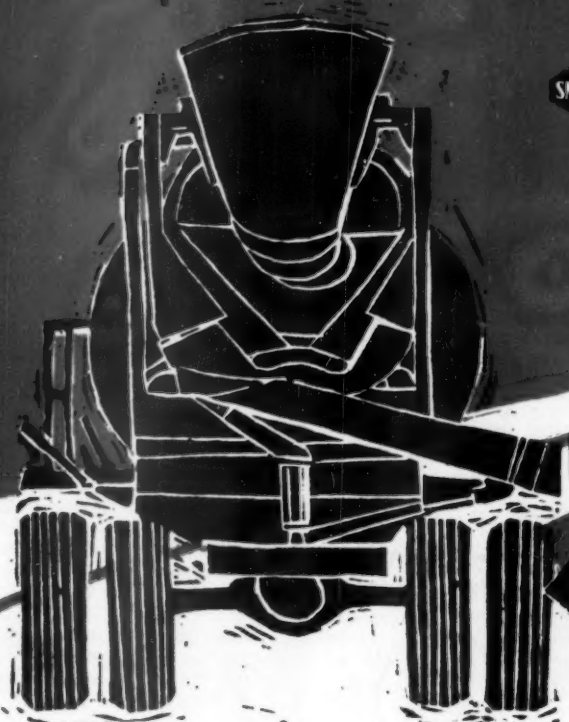
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best ads
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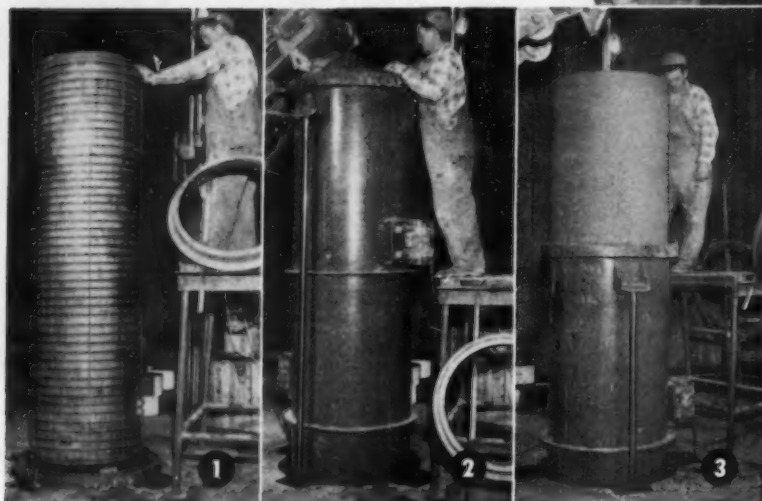
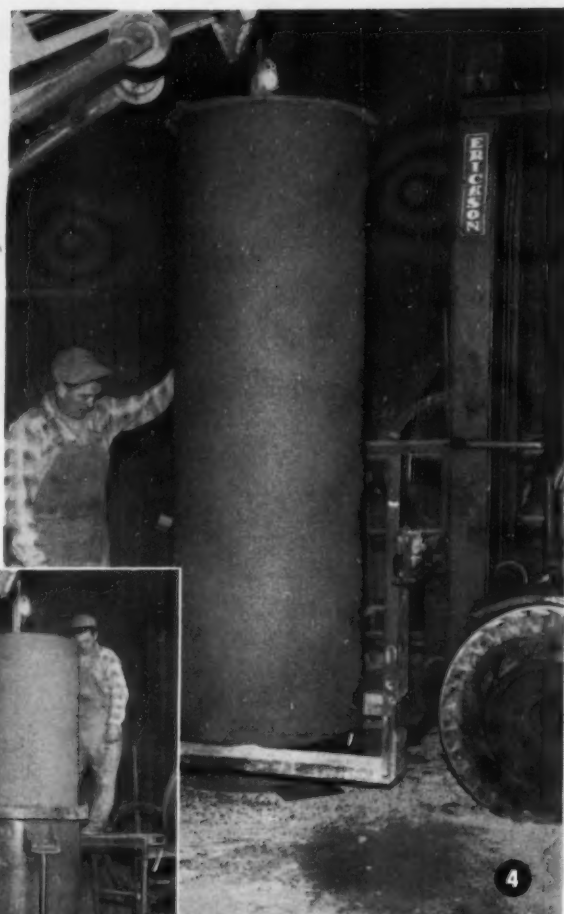
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concrete pipe machine

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THE STEIRO SYSTEM of producing concrete pipe is a highly perfected method that assures you of a finished product of high compressive strength and low absorption. These qualities are obtained with a minimum amount of cement and water in the concrete mixture. Pipe produced by the Steiro System is of exact dimension making it possible to adhere to close tolerances. STEIRO VIBRATION SYSTEM PIPE MACHINES ARE AVAILABLE IN MODELS TO PRODUCE PIPE FROM 8-48 inches in diameter in any length to eight feet.

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VIBRATION SYSTEM

**ONLY ONE FORM NEEDED
ONE MAN OPERATION
SUPERIOR QUALITY PIPE**

1. Inner core in up position with wire mesh in place. Outer mold in down position. Completely hydraulic unit installed below floor level. Unobstructed head room for materials handling.
2. Outer mold and inner core in up position ready for filling. Exterior vibrators compact the concrete in the form. (Approximately 12% more concrete into a given volume than by any other system.)
3. Inner core and outer mold stripped down. This stripping trowels the inside and outside surfaces of the pipe.
4. Inner core and outer mold in down position. Pipe section being moved to the curing area.

consumer optimism alone could sustain housing demand at current high levels. February housing starts were at a seasonally adjusted rate of 1,320,000.

The survey also disclosed that plans to make home improvements and additions seem to have risen considerably in the last few months.

As to the whole horizon of buyer attitudes, the Michigan researchers found that more families believe they are better off financially than they were last October, but they also believe that prices are going to go up. More consumers have inflationary expectations now than at any time since early 1951, following the outbreak of the Korean war, the report noted.

The researchers pointed out that dissatisfaction with prices and expected price trends, and the scars left by the 1958 recession have adversely affected the immediate buying outlook for durables. Longer range prospects, however, appear quite favorable.

Huron Wisconsin Mill Capacity Being Doubled

The capacity of the Huron clinker grinding mill at Superior, Wisconsin, will be doubled this summer by the installation of a second compeb mill for clinker grinding, according to an announcement by H. R. Schemm, vice president in charge of operations of the Huron Portland Cement Company.

Bringing the total capacity of the plant to 5,000 barrels of cement per day, the new mill is scheduled to be in production during July.

Contracts have already been let for the major portion of the work, Schemm said. Ground has already been broken for the foundation piling. Contract for the foundation and mill building was awarded to Lakehead Constructors, Inc., of Superior. Benson Electric Company, also of Superior, has the contract for the required additional transformer and substation.

The compeb mill to be used in this expansion is being transferred from the company's Cleveland operations, where it was used for the production of blast furnace slag cement. The mill and all accessory equipment will be dismantled at Cleveland and shipped by rail to Superior.

Sale and distribution of Huron portland cement and Huron masonry cement from the Duluth-Superior operations are handled by Cutler-Magner Company of Duluth.

Portland cement clinker, which is a semi-finished product, is produced in the Huron Portland Cement Company mill in Alpena, Michigan, which is the world's largest single cement mill. Clinker will be transported from Alpena to Superior by bulk carrying lake freighters.

Three Given New Duties At Southern Lightweight

John W. Roberts, president of Southern Lightweight Aggregate Corporation, Richmond, Va., has been given the additional duties of treasurer of the company. Also, A. Cabell Ford, director of sales, was appointed secretary of the company and Everett S. Gray was named Assistant secretary.

Besides serving as president of Southern Lightweight, Mr. Roberts also heads the subsidiary group of Solite companies operating in North Carolina, Florida and Virginia. He is past-president of the Richmond Builders Exchange, Virginia Ready-Mixed Concrete Association, the National Ready-Mixed Concrete Association, and a director of several organizations.

Jamaica Pre-Mix, Ltd. To Treble Capacity

Jamaica Pre-Mix, Ltd., the first commercial ready mixed company in Jamaica, W.I., has been in operation for only two months, and already plans are under way to treble plant capacity.

A subsidiary of Ledgehill International, Cleveland firm that develops overseas industries, the new Jamaica company, with headquarters at Kingston, has both a stationary and a portable plant. Present production capacity is 30,000 cu. yds., and plans are to increase this to 100,000 cu. yds. in the near future to meet building demands.

Andrew J. Duncan, Cleveland lawyer, formed the parent company, Ledgehill International, in 1957.

Staff Changes Announced At Pipe Associations

Howard F. Peckworth, managing director of Concrete Pipe Associations, Inc., has announced that Marjorie L. Congleton, formerly secretary to the managing director and office manager, has been made assistant to the managing director for all three concrete pipe associations, the American Concrete Pipe Association, the American Concrete Pressure Pipe Association and the American Concrete Agricultural Pipe Association.



M. L. Congleton



J. G. Hendrickson



H. A. Cloud

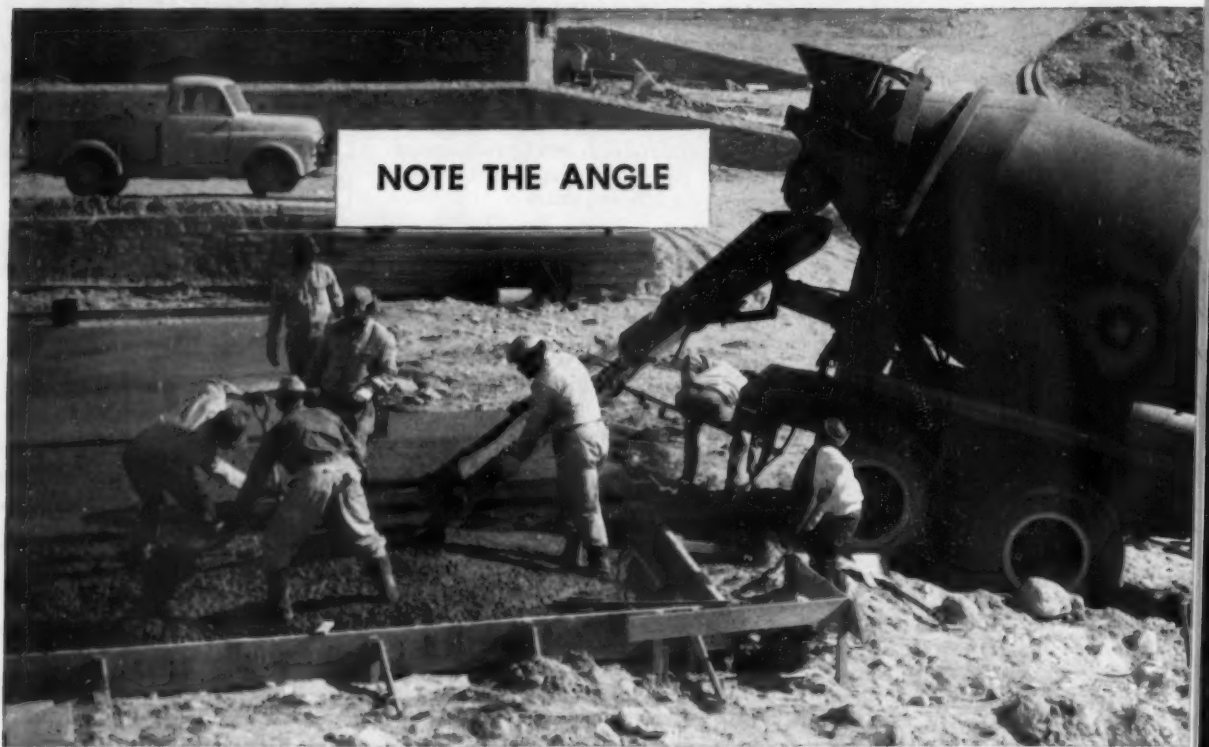
John G. Hendrickson, Jr., formerly research engineer of the American Concrete Pipe Association and the American Concrete Pressure Pipe Association, has been promoted to director of engineering-research of both associations.

Harold A. Cloud has been appointed assistant managing director of the American Concrete Pressure Pipe Association. He is a graduate of the University of Minnesota, Institute of Technology and also holds a master of science degree from the same school. He comes to the association following three years as a research engineer for the Minneapolis Honeywell Regulator Company. For six years previous to this he was a member of the University of Minnesota agricultural engineering staff. At the present time he is completing the requirements for his doctorate.

PCA Gives New Posts To Three Employees

Joseph A. Leadabrand, former manager of the Portland Cement Association's soil-cement bureau, has been appointed assistant to the vice president for promotion, effective

Look for yourself how



fast a Jaeger discharges

(in these actual photos)



If you are in the ready mixed concrete business, these two photos tell you plenty.

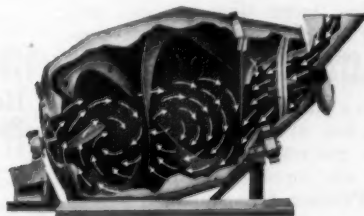
They show one of the reasons why Model "F" Jaeger mixers produce more payload with the same number of trucks and drivers.

A Model "F", with its new 21" discharge blades and bigger capacity chute head, discharges material as fast as your customers can handle it, under the job conditions you meet today.

You cannot buy elsewhere a truck mixer that equals the Jaeger "F" in charging speed, in mixing speed, or in speed and close control of discharge. This is true whether you are pouring stiff specification concrete or controlling the discharge of wet, high slump material into wheelbarrows or thin forms.

PAYLOAD × TRIPS = DAILY PRODUCTION

We are prepared to show that the Model "F" Jaeger is so much faster than others that you can average one additional payload trip per truck per day compared with your present mixers. That's low cost, high profit production. Ask your Jaeger distributor — or let us send complete data with Catalog TMH8.



IT'S FAST, FAST, FAST!

Fastest charging with enlarged rubber-neck hopper and big 21" deep blades rotating at 16 rpm "fast charge" speed.

Fastest mixing with short, large diameter "Dual Mix" drum, deep continuous spiral blades and exclusive "Throw Back" blades.

Fastest discharging with 21" discharge blades, bigger capacity chute head and multiple-speed drum transmission with exclusive single-stick synchromeshed reversing shift.

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Jaeger Machine Co. of Canada, Ltd., St. Thomas, Ontario

March 15. He succeeds Thomas E. Long who was named eastern regional manager for the Association on that date.

In his new position, Mr. Leadabrand will report to James D. Piper, vice president for promotion, who supervises the Association's promotion activities in its general headquarters in Chicago, and six regional and 33 district offices throughout the United States and in British Columbia, Canada.

E. Guy Robbins, succeeds Mr. Leadabrand as acting manager of the soil-cement bureau. Mr. Robbins joined the Association in 1937 as a soils testing engineer and has served as research engineer, soil-cement field engineer and senior paving construction engineer.

Spend More for Promotion Fred Palmer Tells NECMA

Fred A. Palmer was the featured speaker at the recent joint meeting of the New England Concrete Masonry Association and members of the Connecticut Unit Masonry Association, held in Milford, Conn.

Mr. Palmer, sales consultant who has participated in many state and regional meetings of the concrete masonry industry, emphasized the point that producers, and those who build with masonry units, should be spending more time, money, and energy in the promotion, development, and advertising of masonry products.

Also a part of the meeting program was a tour of Milford area homes in which concrete masonry was used. Block was supplied by Milford Concrete Products Company.

As a result of the NECMA meeting, producer members held a two day sales clinic shortly afterwards at Hartford, Conn.



● A block fireplace is the topic of discussion between Fred Palmer (left), Charles Honek and Edgar Ducharme.

New Florida Solite Plant Ready To Open

Florida Solite Corporation's new plant at Green Cove Springs will open next month, it was announced by W. Glover Shumaker, manager for the new plant.

Florida Solite is a wholly-owned subsidiary of the Southern Lightweight Aggregate Corporation, manufacturers of aggregates for Solite lightweight structural concrete and lightweight masonry units.

The new plant at Green Cove Springs will be the first Solite plant to open in the state. Sales headquarters for the Florida Solite Corporation are in Jacksonville. George Jones is the company's area representative.

Southern Lightweight Aggregate Corporation also maintains offices in Richmond, Va.; Charlotte and Raleigh, N. C.; Columbia, S. C., and Bethesda, Md. Besides the plant at Green Cove Springs, the company operates plants in Aquadale, N. C., Leaksville Junction and Bremono Bluff, Va.

The Solite plant at Bremono Bluff is at present the world's largest producer of a lightweight manufactured aggregate. However, construction is now under way at the Aquadale, N. C., plant which will make the Bremono Bluff and Aquadale plants equal in productive capacity.

Home Builders See Big Year In 1959

An exceptionally good home building year is in prospect for 1959, Fortune magazine has reported.

Plans of 325 builders in 35 cities surveyed by the magazine indicate 1,350,000 starts in private nonfarm dwellings.

Fortune says that with high demand and mortgage money easily forthcoming, units already built are presently selling faster than a year ago. The Federal Reserve Board reports that one-fourth more families this year intend to buy homes than last.

Home building will have far better access to funds in the capital market than four years ago, for these reasons: long term funds in general will be less tight than they were then; mortgages can now compete more

readily for available funds; a larger proportion of mortgages are of the conventional rather than the government-guaranteed type.

Today 68 per cent of all private housing units are being financed conventionally compared to 48 per cent in early 1955. The more conventional mortgages written, the less will home building suffer a cutback, the magazine says.

But although financing remains relatively plentiful, costs to buyers are still high. Since 1955 interest rates on VA and FHA mortgages have risen about one percentage point, and conventional mortgages half a point, to a present average of between 5½ and 6 per cent.

While many builders expect the construction rate to climb into 1960, evidence suggests the present rate of 1,350,000 private nonfarm starts too great to sustain over the longer pull; for to this figure must be added publicly financed units and other buildings not included.

Spickelmier Industries Produces House Organ

Volume 1, No. 1, the spring edition of "Spickelmier's Material Facts" went out last month to employees and customers of Spickelmier Industries, Inc., Indianapolis, Ind.

Designed as an internal and external house organ to, as Carl F. Spickelmier, president, put it, "... secure closer relations between the Spickelmier organization, its customers and its associates," this first edition tells a brief story of the company's history and introduces a few of the company's key employees.

And besides, there's a plug or two for everybody—a local building association, Spickelmier products, local architects, general contractors, and mason contractors.

Some of the outstanding features of the magazine are: the paper used (it's textured to appeal to the touch sensations of the individual when he first picks it up); the layout is loose, free flowing, and attractive to the eye; the writing style is simple and easy to read; and though the reader knows the intent of the publication—to promote Spickelmier Industries and its products—he's not obnoxiously pounded on the head with a continuous hardsell approach.



"The newer types of concrete masonry get big demand! In the last year, we've sold over 3 million units!"

Says GEORGE PARISIAN, partner, Standard Block & Supply Co., Lansing, Michigan

"We've been in the block business 19 years and it has never been better. A big share of the credit goes to the new forms of concrete masonry. We carry over 125 different styles and shapes—and we're still expanding. It's paying off, too, because mark-up on the new units is higher."

The success stories keep coming in. One block manufacturer after another reports increased volume and higher profit margins on the newer forms of concrete masonry.

All over America, the house-buying public—along with

architects, builders, and financing agencies—shows a growing acceptance of this modern home building material.

The new shapes, styles and colors of concrete masonry, together with new patterns of laying, fit everybody's idea of modern living. Ideal for both exteriors and interiors, the new forms suit any style home, any neighborhood.

Investigate thoroughly the profit opportunities in the housing market being opened by modern concrete masonry . . . new-type living concrete.

PORTLAND CEMENT ASSOCIATION

A national organization to improve and extend the uses of concrete



News Announcements from Companies
Servicing the Concrete Industries

MANUFACTURERS' NOTES

Dewey & Almy Chemical Division, W. R. Grace & Co., Cambridge, Mass., announces the appointment of Richard G. Allen as midwest sales manager of construction chemicals. Filling a newly created position, he will act as liaison between the company and its midwest distributors of concrete air entraining agents, water reducing agents, retarding agents, bonding agents and other admixtures for the construction industry.

Sherman Products, Inc., Royal Oak, Mich., promoted William Howe to the post of sales manager. According to the announcement from William A. Romain, president of Sherman Products, Mr. Howe formerly was assistant sales manager. He joined the company in 1948 as a sales representative.

Frank G. Hough Co., Libertyville, Ill., has named Herman R. Brown as sales manager of its Payloader Division. Mr. Brown has been with Hough for fourteen years and was formerly western regional manager. Kenneth B. Larkin, formerly a district manager, has been appointed eastern regional manager. Robert L. Knox has been transferred from eastern regional manager to central regional manager. Donald O. Ross, formerly a district manager, becomes western regional manager. Bruce C. Dennett, formerly sales engineer, has been appointed assistant to the regional managers. Charles J. Bernard, manager of the order and distribution department, will assume direction of manufacturers export sales as well as scheduling operations.

John A. Roebling's Sons Corp., Trenton, N. J., has appointed Arnold S. Nelson as Chicago district sales engineer of its construction materials division. Mr. Nelson has been associated with Roebling for the past eight years. He will headquarter at the company's Chicago office, 5525 W. Roosevelt Road.

White Motor Company, Cleveland, Ohio, has named Richard C. Bryan manager of manufacturing and A. C. Schliewen works manager. In their newly created positions, Mr. Bryan will be in charge of all detailed manufacturing, including purchasing, quality control, material control, truck and machining divisions, and Mr. Schliewen will be responsible for machining and truck assembly.

Lamson Mobilift Corp., Portland, Oregon, has appointed Duncan E. Hill, Jr., to the position of eastern regional manager with headquarters in Long Island City, N. Y. His duties include the coordination of all sales and services by Lamson dealers in the eastern United States and Canada.

Dundee Cement Company, Dundee, Mich., announces the election of Boyd W. Yard as secretary-treasurer. Before joining Dundee Cement late last year, Mr. Yard was associated with Arthur Anderson & Co. at their Detroit office as audit manager.



R. G. Allen

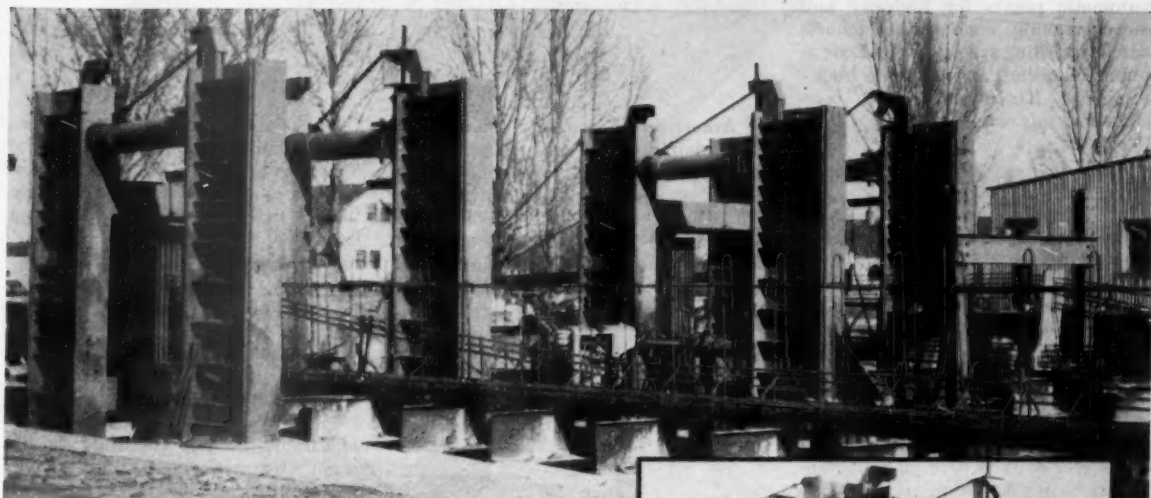


A. S. Nelson



R. C. Bryan

Here's the way they PRESTRESS BRIDGE BEAMS AT ELK RIVER*



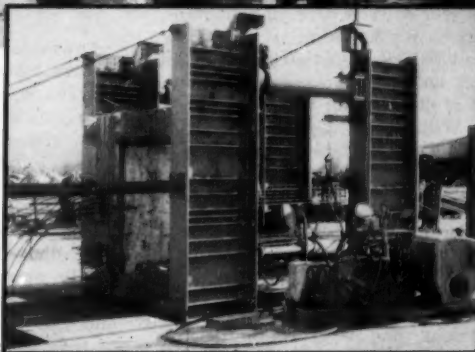
Rodgers Hydraulic PRESTRESS UNITS

help them get their best results!

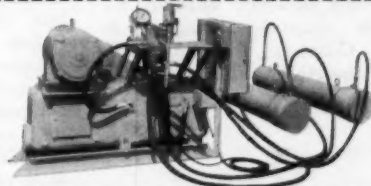
★ Elk River Concrete Products Company's plant at Elk River, Minnesota operates two prestressing beds—300 and 330 feet long. They use two Rodgers 150 ton jacks with 30 inches of travel to simultaneously tension the straight strands, and a 36" ram travel jack of 15 tons to tension singly the draped strands. The Rodgers hydraulic pump, driven by an air cooled gas engine, is situated between the bed abutments so that the jacks are easily moved from one bed to the other without moving the pump—saving operational time and expense.

They have also installed similar Rodgers prestressing equipment at their new Bismarck, North Dakota plant. Engineers at Elk River have specified and used Rodgers jacking equipment since 1942, when they began leasing equipment for jacking reinforced concrete pipe.

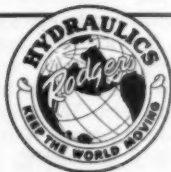
Why don't you write Rodgers for complete information on the type of hydraulic equipment that will help make your operation efficient and profitable?



Above is one of the beds that has just been tensioned—note that the auxiliary screw type jacks (one screw jack at top and bottom of each movable carriage up-rights) have been positioned to keep the bed in tension so hydraulic jacks may be moved over to the other bed.



Rodgers Prestress Unit Model 57PC7 above can be supplied with two jacks, in capacities from 50 to 600 tons, with ram travels of 30 or 48 inches. For single strand tensioning Rodgers offers a 15 ton jack with 36 or 48 inches of ram travel. The hydraulic pump may be powered with electric motor or air cooled gas engine. Gauge and operating controls for jacks are located at pump for one man operation.



RODGERS HYDRAULIC, Inc.
Pioneers in High Pressure Hydraulics Since 1932

7401 WALKER STREET • MINNEAPOLIS 26, MINNESOTA

C.S. Johnson Company, Champaign, Ill., division of Koehring Company, appointed Werkle Equipment Company, Blue Island, Ill., to handle all products in the Johnson line, which includes: transit-mix plants; one, two and three stop automatic plants for highway and airport paving; concentric batchers; batch recording systems; the Econo-plant; clamshell and concrete buckets; and Koehring-Johnson construction mixers.

American Steel & Wire Div., United States Steel Corp., Cleveland, Ohio, has announced the appointment of Boyd P. Doty, Jr., to the post of general sales manager, succeeding Howard B. Maguire, who retired April 1. Mr. Doty moves from his post of Cleveland district sales manager where he has served since February 1958. American Steel & Wire Div. has also announced the creation of two new executive sales positions. M. E. Capouch has been promoted to manager of distribution and availability, and William H. Guterl has been advanced to manager of marketing.

Texas Pipe Machinery Corp., Houston, Texas, announces the election of Russell Repman as president, and Paul E. Smith and William E. Smith as vice presidents. Before joining the company, Mr. Repman was manager of Texas plants for United Concrete Pipe Corp. Paul E. Smith is president of Airline Concrete Pipe Co. of Houston, and his brother, William E. Smith, is general manager of Standard Concrete Products and Coastal Concrete Pipe Co. of Houston.

Symons Clamp & Mfg. Co., Chicago, Ill., has enlarged the staff of its Jersey City, N. J., office and warehouse to better serve the New York metropolitan area. Frank Fearon has been New York sales representative of Symons for three years and will continue in that capacity. James J. Cotter, with more than ten years of experience in the concrete forming equipment business, has been added to the staff of the Jersey City office at 48 Pollock Ave.

Dewey & Almy Chemical Div., W. R. Grace & Co., Cambridge, Mass., has announced that Roger F. Lindgren has joined its construction chemicals research laboratory. Mr. Lindgren is a 1959 graduate of Purdue University with a B.S. in chemical engineering.

American Cement Corporation, Philadelphia, Pa., added the name of Robert B. Wolf to the board of directors. Mr. Wolf, a partner in the Philadelphia law firm of Wolf, Block, Schorr and Solis-Cohen, succeeds Donald S. MacBride, a director and president of American Cement, who died March 9. Mr. Wolf is also a director of Consolidated Sun Ray Drug Company and Botany Mills, Inc.

Towmotor Corp., Cleveland, Ohio, has announced a number of executive changes. Galen Miller, formerly vice president and treasurer, has been elected executive vice president. Harold E. Boehm has been made treasurer and his duties as controller will be assumed by David Quere, formerly assistant controller. Richard S. Wentz, recently appointed factory manager, has been elected a vice president, and Lee Cirillo, formerly manager of field application, is now director of new product research.

Surface Research Corp., Columbus, Ohio, has named Thomas P. Cribb as director of sales. The company manufactures white pigmented and clear concrete curing compounds, air entraining agents and concrete form release compounds. Mr. Cribb was Ohio manager of Construction Digest Magazine for three years and prior to that was a newspaper publisher.

American Marietta Company, Chicago, Ill., has acquired Superior Stone Company, Raleigh, N.C. The new Superior Stone Company Division of American Marietta operates 20 quarrying and processing plants in North Carolina, South Carolina, Virginia, and Georgia.

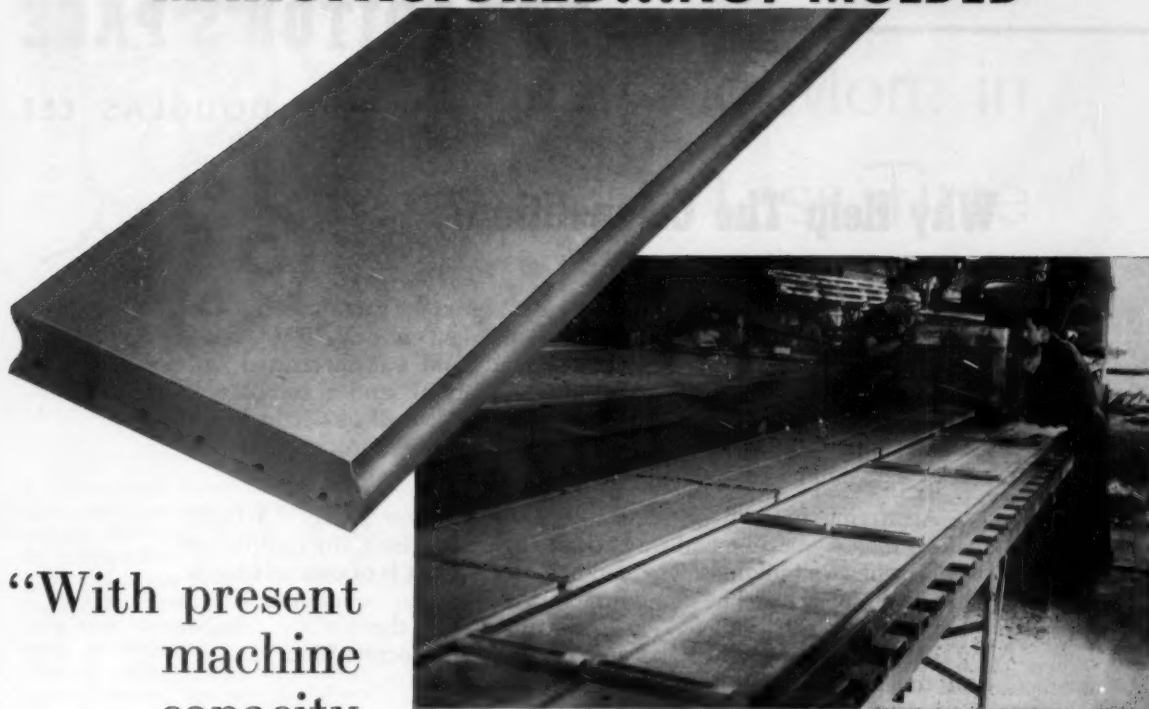
According to Grover M. Hermann, chairman of American Marietta, this move was the latest in a continuing program of expansion and diversification of the company, which is one of the nation's leading producers of construction products and building materials.

Erickson Power Lift Trucks, Inc., Minneapolis, Minn., announces the appointment of five new dealers, since the first of the year, to handle the company's sales, parts, and service of fork and platform, pneumatic-tired lift trucks. The new dealers are: Brinker Supply Co., Pittsburgh, Pa., to handle the western half of Pennsylvania and bordering counties of West Virginia and Maryland; Morris Equipment Co., St. Louis, Mo., for the eastern half of Missouri and southern half of Illinois; Stanley Handling Equipment Co., Agawam, Mass., for western Massachusetts, Connecticut, and Vermont; Northeastern Equipment Co., Inc., Cleveland, Ohio, for northeastern Ohio; and Pearce Equipment & Steel Co., Salt Lake City, Utah, for Utah and southern half of Idaho.

Leschen Wire Rope Div., H. K. Porter Co., Inc., St. Louis, Mo., has named William W. Davis, prestress planning engineer. He will be responsible for assisting producers of prestressed concrete throughout the country with their engineering problems. For the past five years, Mr. Davis has been with Food Machinery & Chemical Corp., Riverside, Calif., and has been active in developing the Form-Crete system of steel forms for the prestressed concrete industry.

Bucyrus-Erie Company, South Milwaukee, Wis., has appointed two new distributors. Valley Materials Handling, Inc., 6012 Clinton Highway, Knoxville, Tenn., will cover the Tennessee counties east of and including Fentress, Cumberland, Bledsoe, Sequatchie and Marion. Lake Shore, Inc., Service & Supply Div., Iron Mountain, Mich., will cover the upper peninsula of Michigan and the northern Wisconsin counties of Ashland, Iron, Vilas, Forest, Florence and Marinette.

MANUFACTURED...NOT MOLDED



“With present machine capacity the plant could, if required, produce enough precast joists and slabs for the floors of one average size school building in one week’s time.” (H. B. Olney, Inc., East Chicago, Ind.)

Extrusion-like in its operation, the Dunbeam machine converts mixed concrete into dense slabs — $1\frac{1}{2} \times 12 \times 50$ — at the rate of one per minute. An outstanding example of semi-automation.

Fifteen pallets, each sized to contain ten slabs, continuously travel through the machine on roller conveyors in $2\frac{1}{2}$ -hour cycles — 150 slabs in 150 minutes. All with a 3-man crew.

Rapid production at low labor cost is supplemented by factors that make for a superior product — with density and strength ensured by a combination of vibration, mechanical tamping and troweling.

The Dunbeam Machine is available on lease/license arrangement to responsible concerns, operating in franchise-protected territories. Write for literature and other information.

W. E. DUNN MFG. CO.
DUNBEAM DIVISION
502 WEST 24TH STREET • HOLLAND, MICHIGAN

DUNBEAM

Machine Densified

CONCRETE STRUCTURAL MEMBERS OF MANY TYPES

THE EDITOR'S PAGE

DOUGLAS LEE

Why Help The Competition?

A few days ago a piece of promotion material for prefabricated steel buildings that brought us up with a start landed on our desk. It was headlined "Which Building Would You Prefer?" and was illustrated with drawings of an admittedly attractive steel prefab and a comparably sized but ugly structure of concrete block that looked like it had been designed and built by a committee. For good measure, several wall cracks were emphasized.

Answering its own question, the piece went on to say "Actually that's a foolish question and we know it. There just isn't any comparison between the two buildings. The building on the right is of concrete block, without life or color. The one on the left is a building, rich in color, attractive to the eye. Yet, believe it or not, the building often costs less than comparable buildings of concrete block, and it's built to last a lifetime with a minimum of upkeep."

Now, our quarrel isn't so much with this particular promoter of steel buildings, despite his unfair treatment of concrete block. A child could spot the fraud in his particular approach.

What does bother us is that too many of us in the concrete block industry, perhaps unwittingly, provide promoters of competitive materials with sales ammunition to fire back at us when they run out of nice things to say about their own products. Obviously, printed bilge of the kind described above doesn't appear very often, but everyone knows how insidiously such material is used in personal selling and promotion.

Some of the things we do to provide unscrupulous competitors with material to use against us in the in-fighting for orders include our unfortunate, if well-intentioned, bickering over various curing methods, types of aggregates, and, perhaps most unfortunately, the frequent public degrading of our product in fratricidal price wars.

Another way in which we help to cancel out the values of our own good promotion is when we permit the appearance of our plants, particularly those built of our own products, to let the public see how really ugly a concrete block building can be when poorly designed and built.

So, the gist of our sermon for Spring is let's not be too concerned with the fraudulent promotion sometimes used by our competitors for it carries the seeds of its own destruction. On the other hand, however, let's be sure that in our zeal for our various ways of accomplishing the same results we don't provide the competition with a club to clobber us.



● Concentrate

Six Ways To —

Read More in Less Time

Adapted from:

How to Read Better and Faster

By Norman Lewis

1. READ MORE Speed can be developed into a permanent habit only if you do what naturally fast and skillful readers have always done: read a lot. Unless you develop the habit of reading for several stretches of time each week, do not expect ever to become an efficient or a rapid reader. (But as reading becomes gradually more rewarding and meaningful and less like a chore, this requirement will turn out to be a lot easier and considerably less taxing than it may sound now).

2. LEARN TO READ FOR MAIN IDEAS Stop wasting time and effort on details. When you read an article in a magazine, push through efficiently for a quick recognition of the main ideas, those that the details support and illustrate; be more interested in the author's basic thinking than in his minor points.

3. CHALLENGE YOUR COMPREHENSION Fast readers are good readers. They're fast because they have learned to understand points quickly, and they understand quickly because they give themselves constant practice in understanding. They read challenging material; and you must do the same. You will never become a better reader by limiting yourself to easy reading—you cannot grow intellectually businesswise by pampering yourself.

4. BUDGET YOUR TIME If you know you have a certain amount of reading to do, do it in a specific amount of allotted time; budget yourself. You'll speed up, because you have to. You'll develop tricks of getting ahead, of skimming parts that are less essential, of looking for the main ideas, of reading at your top potential rate. The good reader always has a feeling

of going fast; but he's never uncomfortable, for he has developed fast habits. Indeed, after a while, an adult who trains himself to read rapidly will find his original slow pace uncomfortable. Say to yourself: I am going to finish this material, getting what I want out of it, in "X" minutes or hours. And you'll probably find you finish on schedule.

5. PACE YOURSELF When you start, read fifteen minutes for quick understanding (while making notes if that is your practice). Ascertain what you have finished in that time, multiply by four, and you have your potential reading speed in an hour's time. Of course, some subjects and material require a slower reading rate than others. (It takes more time to cover fifty pages in a Kinsey report than in Forever Amber, though they deal

with somewhat the same subject). Keep to the pace you set for yourself.

6. DEVELOP HABITS OF IMMEDIATE CONCENTRATION Nothing makes concentration so easy, so immediate, as the technique of sweeping through material purposefully looking for main ideas and broad concepts. If, through laziness, you read at a rate slower than the rate at which you are capable to comprehend, there is a great temptation for your mind to wander. By reading always at your top comprehension speed, you constantly challenge your understanding; you stimulate your mind; you get so you can comprehend the author's thoughts without half trying. And, as an added dividend, you soon find that the increased concentration you get from speedy reading sharpens your understanding.



● Read More Often



● Read Challenging Material

The Block Producer and the Over-all Marketing Picture

By JAMES A. JONES

Texas Housing and Products Engineer
Portland Cement Association



Not so many years ago a very successful business man told me he would wager that not a single sales manager or plant manager in his organization had read a book on marketing in the past few years, provided, of course, they had been out of school for ten years. You know, I think he was right. I have since read and studied several excellent books on marketing and was amazed to find I knew so little about the over-all picture.

How many of you have read a late book on marketing? Not many I'd be willing to bet. I would like to point out some of the highlights of the over-all marketing concept and make some comments on how you and your organization fit into this picture.

Marketing is probably one of the most often misused and misunderstood of all business words.

Like the elephant in John Godfrey Saxe's poem — a beast variously described as a wall, a spear, a snake, a tree, a fan, and a rope by the six blind men who inspected the elephant by feel, and happened to touch different parts of its anatomy — marketing is continually being mistaken for one of its parts. Selling, an important part of marketing, is often mistaken for marketing itself. "To market" does not mean "to sell". Most anything can be sold at least once: for instance, the Brooklyn Bridge and Grant's Tomb. There will never be however a consistent market developed for either of them.

Marketing is not temporary sales activity whether it is produced by wartime shortages, high pressure salesmanship, profitless price cutting, or some high powered promotional deal. Marketing isn't advertising. It isn't producing a fine product nor is it getting your product into the right places at the right time in the right package.

All of these functions that I have just mentioned are parts of marketing. They must never be mistaken for marketing itself. The results of this kind of mistaken identity can be very harmful to your over-all operation and in many cases has been fatal.

In my travels, visiting your plants, it is very evident that some of the marketing functions have been neglected or completely overlooked.

In one plant, for example, there is evidence of an excellent job of advertising; however, packaging and distribution and the product itself have been sadly neglected. In another plant all of the emphasis is on the product itself. The attitude is,

give us engineers, and other technical men and we'll make an ultra-superior product with the result that everything else will take care of itself. The old maxim "build a better mouse-trap than your neighbor, and the world will make a beaten pathway to your door", is definitely poor thinking in today's highly competitive, complex marketing era and may very well lead to disaster unless a closer look is taken and the other parts of the marketing puzzle set in place.

True, the technicians role in the manufacture of an article is very important, but if you think that your product analysis is over when the laboratory technician makes his final report and says your block is ready for the market because it has been tested and retested in every way and proves faultless, I have news for you, unless you have already analyzed your special unit or whatever the new item may be, for marketability, your real job has just begun.

I certainly do not wish to take anything away from the technician, of course, getting the technical bugs out of a product is very important. But it is just one phase of product analysis. Usually it is the simplest. Never forget the importance of marketing analysis.

The word market, means to sell products or service profitably and continuously. To market is to complete the cycle of production — distribution — consumption and to complete it profitably and continuously. A good practical description of how this can be done may be:

"Marketing is the business of making it easy for your prospects to buy your products".

A wise marketer remembers that people, not firms, make the decisions to buy or not to buy, to cooperate or not cooperate. If a salesman is realistic he will say, "I must sell" Smith and Cohen by showing Mr. Brown, the specifications writer, the advantages of my product and how it will make money for Smith or Cohen.

There are many closed doors between the marketer and the eventual consumer of a product. The procedures by which these doors are opened and kept open are called marketing.

One of the most deceptive aspects of marketing is its apparently simple structure.

The basic elements of any marketing plan are:

1. The product and its pricing
2. The package

3. The chain of distribution
4. The sales story
5. The projection of the sales story, which includes:
 - (a) Media advertising
 - (b) Direct selling at both trade and consumer levels
 - (c) Indirect selling: Point of purchase display, etc.
6. Market selection

Just as there are six basic elements of any marketing plan, there are at least six reasons why marketing plans fail.

1. Bad distribution.

When the combination of excellent advertising and an excellent product fails to click, the fault often lies in lack of distribution. In the block business, it's often poor delivery.

Don't for a minute sell your delivery and delivery facilities short. I knew of a case where a contractor followed the delivery trucks of the different plants in an area and eventually did business with the plant that had, in his opinion, the best delivery facilities. Your drivers are very important to your whole operation. Hire them carefully and be absolutely sure they are well schooled not only in their own particular job but the over-all operation of the plant. They, more than anyone else, come in direct contact with the man using your product.

2. Bad packaging.

You will say, "Well, what the heck does that have to do with our business?" To me, packaging in the block business means: Are the cubes nice and square or are they crooked and ill arranged? Is the yard stock neat and the yard clean and well kept? Are the cubes on wooden pallets, or are they on seconds with all the corners knocked off? Is the brick and stone banded, or is it delivered in loose broken cubes? Are the blocks delivered loose on the truck bed, or are they chained down neatly? Does the truck possibly have sideboards? The appearance of your load, your truck, and your driver are some of the best and most economical pieces of advertising available to you. Take advantage of them.

3. Bad company policy.

Unwise company policies on discounts, credit, labor relations, or price protection — as removed as they may seem from actual marketing — have grounded many an otherwise sound marketing plan.

Even top management smugness, resulting from years of successful business, can bring about disaster.

Top management in many instances fails to recognize the importance of allowing their sales people to attend sales conferences and conventions of a sales and technical nature. In far too many cases management, attends such conferences, returns to it's base of operation and what was learned never gets past the inner-sanctum. Let your salespeople attend these conferences if it is at all possible. If not, take back to them the ideas and techniques that were brought out at the conferences.

Let your plant superintendents attend some of the machinery meetings — certainly they will learn a great deal not only from watching the machinery in operation or looking at it on display, but also from contacts with, and talking to, other people in the production end of this industry.

Do not hesitate to change your company policies on any of the marketing functions should the necessity arise.

4. Bad sales management.

The sales manager not suited for his job can literally wreck an otherwise sound marketing plan.

The sales manager who thinks it is not important for the salesman to know how his product is made, his company's policies regarding every phase of the business, should be set right immediately. He definitely is standing on the wrong foot. The sad thing, however, is that in many cases management does not discover the shortcomings of misplaced sales managers until a great deal of damage has been done. I would like to dwell a few minutes on sales managers because I feel they are so important to an organization; also because in most cases you fellows are your own sales managers, and I can talk directly to the culprit.

There are really only three different general types of sales managers:

► There are those who are good at formulating sales policies and developing plans, but who lack the executive ability to execute the plans.

► There are the "doers", the men who can put the plan into operation once someone else has developed it, but who lack the ability to put a plan together themselves.

► There are the real managers of sales—men who possess the analytical ability, the experience, and the imagination required to create sound

and powerful sales plans, plus the executive ability, personality and drive to follow the plan through to successful completion.

Actually a large part of a sales manager's time is spent in persuading, inspiring, or directing others, which means he needs to possess first-rate executive ability of a very special kind. In his function of supervising salesmen, no sales manager is worth his salt who simply gives orders.

Morale is all-important to good salesmanship, and the sales manager who inspires his men invariably gets more conscientious effort from them than the martinet who throws his weight around.

Salesmen as a group are particularly susceptible to inspirational leadership. They like to feel that the boss is a fine guy and a good operator, and that he knows from personal experience what he is talking about. Many experienced sales managers fail as leaders simply because they are unable to express themselves in a way that inspires salesmen.

The sales manager should possess the usual requirements of a good executive: An orderly mind, sound judgment, integrity and determination. But to be a top notcher, he also needs a little flare for the dramatic. He needs imagination so that he may fire the imagination of others. He needs to be able to stand up on his feet and arouse the fighting instincts of his co-workers.

If you can find a sales policy planner who is also a doer, and who is a leader in the way I have just described, you can be reasonably sure you have found a good sales manager. Such men are rare and are not apt to be out of work.

Be absolutely sure your sales manager is capable of doing the job he is supposed to do: hire good salesmen to do your selling and furnish them with these tools and incentive to get the job done:

A. Knowledge of the product.

B. Knowledge of the company (policies-ownership).

C. Technical knowledge (the product).

D. Staff qualifications (accounting—production—shipping).

E. Comparative costs with competitive materials.

Every person in your employ should be sales minded, also. The clerks, telephone operators, truck drivers, bookkeepers and plant personnel.

(Continued page 29)

Your How to Make Collective Bargaining

- **Select a Competent Negotiating Team**
- **Prepare Thoroughly, and in Advance**
- **Try to Anticipate the Union's Demands**
- **Predetermine the Contract You'll Sign**

By **ROBLEY D. STEVENS, LL.D.**

MANY plants of producers of concrete products of every kind use collective bargaining techniques to make bargaining successful. Irrespective of a union's demand, you should avoid agreeing to anything to the detriment of your company. Thus, you should enter the negotiations with utmost confidence and be well prepared.

Most authorities in management-labor relations agree upon certain basic principles of collective bargaining. First, when you go into a conference to negotiate a labor contract, you must be prepared with as much information as possible. Second, this before-hand preparedness is the least you can do if you expect to negotiate a reasonable and satisfactory contract. Third, management must always, in every decision and action, put economic performance first. Business and its management can only justify its existence and its effects by the economic results it produces.

What is Collective Bargaining?

It is true that under the Taft-Hartley Act, the term "to bargain collectively" is meant the performance of the mutual obligation of the employer and the representatives of the employees to meet at reasonable times and confer in good faith with respect to wages, hours, and other terms and conditions of employment; or the negotiation of an agreement, or any question arising thereunder;

and the execution of a written contract incorporating any agreement reached, if requested by either party. With one exception, moreover, such obligation does not compel either party to agree to a proposal or require the making of a concession.

You can see, therefore, that it is necessary that you have this knowledge before you ever attend a collective bargaining conference in a management representative capacity for your company. It is the starting point of every contract negotiation.

Approaches to Bargaining

There is no doubt that not all companies and union negotiators look upon collective bargaining in the same manner. Each one has a different goal and objective.

Probably the most common type of collective bargaining is that based upon the concept of horse-trading. When this type of bargaining exists around a conference table, each side makes exorbitant demands upon the other and then trades off one demand against the other. However, on a horse-trading basis it is wise for you to come well prepared to make numerous demands against the union and hold out for all of them up to a certain point. After that point is reached, then the trading of demands should be skillfully conducted.

Your Planning

The first step, once your company

anticipates labor contract negotiations, is to arrange a conference with key management personnel to discuss what your company needs to effectively negotiate with a union. This type of conference will go far in achieving other desirable objectives for solving your labor problems.

It goes without saying that if you enter the bargaining conference well grounded in the principles and practices of modern-day personnel management your approach to the problems should be an attitude which is scientific and factual.

Another important factor to consider is that it would be absolute folly for a union to make certain demands if there is no economic basis upon which your company could grant them.

When should data be collected? Obviously, your company continually should be assembling information. It also should be carefully studied and analyzed. You periodically should review the whole range of your company's personnel policies and practices, and compare them with others in the industry which are workable and realistic. You should be familiar with plant and office working conditions, employee attitudes, comparative wage scales, production costs, and grievances in your company.

In addition, you may benefit by obtaining your supervisors' opinions as to working conditions and work problems; they may suggest changes which can be workable and practical.

You also should study all employee complaints and determine whether they are bona fide or if it is desirable to make future changes in your personnel administration to correct them.

Your Negotiation Team

It is true that the success and effectiveness of your company in negotiating a labor contract to its benefit depends to a large extent upon the composition and experience of its negotiators. Thus, their selection is of utmost importance.

Successful

Your negotiating team likely would be composed of a committee that would include, among others, the general superintendent, your personnel executive, and of course, your company lawyer, since all of their knowledge, training and experience is of paramount importance.

There is no doubt that the union will choose its strongest leaders to submit their proposals to your company for consideration and approval.

Your own company negotiators must have many traits, such as patience, persuasiveness, understanding of the whole field of management-labor relations in the industry, ability to resist pressure tactics, common sense, etc.

Your supervisors should not be called upon to serve on your negotiating committee. Their main function in the collective bargaining process is to take over after a contract has been negotiated by your company and help put it into operation. However, it may be desirable to have a few top-notch supervisors in your company attend some of the collective bargaining meetings for this will give them a better idea as to what it is all about when the time comes for them to aid in putting your contract into operation.

Under the Taft-Hartley Act, your negotiators must negotiate in good faith, try to understand the other party, make every effort to avoid personalities, and keep an open and alert mind. They will have to deal with facts and reason, not personal opinions or emotions.

Your Conference

Your negotiators should not wait until the day before the first meeting of the bargaining conference takes place. For as many weeks as are available prior to the meeting, they should be making adequate preparation, such as gathering all available and pertinent information concerning your company's wages, benefits, hours of work, and employment conditions; knowledge of such items is

necessary to negotiate a labor agreement. Also, the union will be conducting a similar study. Your negotiators also must know and understand, before they go into the conference just how far your company will go on contract negotiations and the other demands a union usually makes.

Certainly, your company should have sufficient advance notice about pending contract negotiations. If there's any doubt of the union's claim that it represents a majority of your employees, you may request that the National Labor Relations Board conduct an election to determine the question.

If your company has a labor contract, you're already familiar with the contract deadline and realize the coming necessity of negotiating a new one. The intervening time should be spent gathering facts, figures and general data in preparation.

Your negotiators should try to anticipate what demands are likely to be presented by the union (the union will take the initiative to present them to your company). You will have to listen to the union's proposals, and you should try to determine which of them make sense and are practical for adoption by your company.

It is true that if a union has been certified by the NLRB, regardless of the time of the year, it will demand a conference. However, your company probably will prefer to engage in negotiations during some slack winter period of the year, giving your own company negotiators more time to devote to the matter. Also, should negotiations break down and a strike result, the effect upon your company would be less serious.

No set rule can be laid down for the length of the bargaining sessions. Many feel, however, that after the parties have met it is well to drive through to a contract. It all depends upon conditions and your own bargaining position.

The matter of keeping a record of the collective bargaining proceedings is important. If your company keeps a stenographic record of them it may be referred back to for reference.

In any event, your company should insist that such demands be put into writing. This tends to make the union's position more definite.

There must be complete understanding in every collective bargaining conference. If a full agreement is reached by your company and a labor union a formal contract should be drawn up by your lawyer and agreed to by the conferees.

Obviously, regardless of the relationship between your company and its employees, the union in making its demands will always ask for more than it expects to get.

Usually, your negotiator will not always be vested with the authority to come to a final agreement. It will probably have to be referred to your top management executives for approval.

Making it Work

If a labor contract has been signed by your company and a union, it then has to be put into effect. In order for this to be done with the least friction possible, an effort should be made to inform every employee covered as to the contract provisions. In addition, your supervisors or foremen must know and understand the provisions of the contract since they will have an important part in helping put it into action and seeing that it works smoothly and satisfactorily.

Naturally, your company will have to comply with the terms of the collective bargaining contract. Failure to do so might lead to a strike or to a suit for breach thereof.

Other Pointers

Most every competent personnel executive in the concrete industry can help negotiate a labor agreement, but making it work successfully is also necessary.

But a collective bargaining contract is no different from any other body of rules or law; no matter how carefully the parties involved may attempt to do so they cannot answer every day-to-day question or problem. Often, the terms of the contract are subject to conflicting interpretations, just as are federal and state statutes. To meet this need or situation a company and the union will ordinarily include grievance procedures which permit either party to make grievance of questions or problems not clearly answered by the agreement itself.

Negotiating a labor contract is not simple. It requires knowledge, training and experience coupled with the application of sound techniques. But there is no reason why your company executive personnel cannot learn to know and understand how to do it successfully. You should enter into the negotiation with confidence based on an understanding of its effect upon your company. For that confidence, you need only look at the successful strategy others apply to make your job easier.

Mortarless Block...

The picture as of 1959!

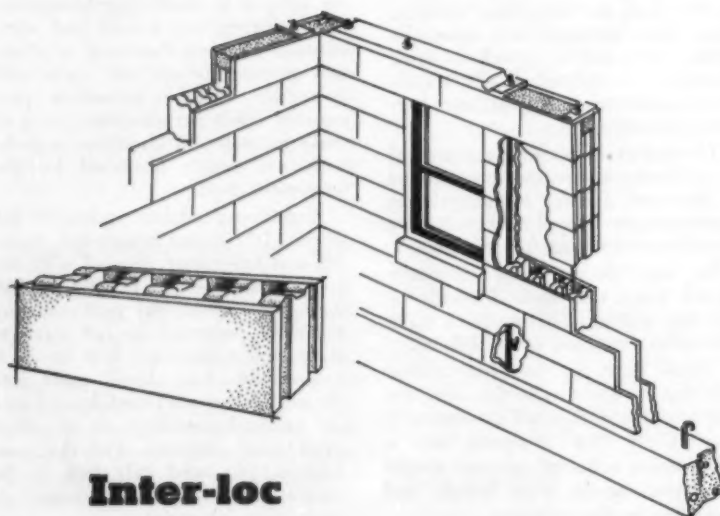
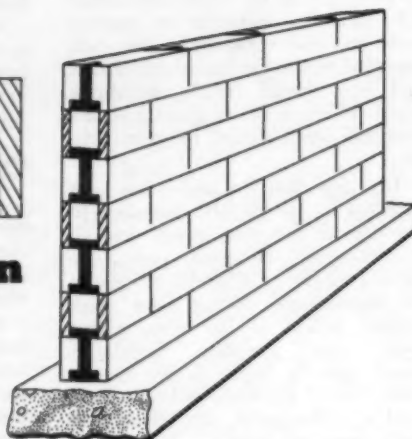


Bottom View

Groutwall



Section



Inter-loc

Editor's Note

Quite likely, in attempting to cover the widespread field of mortarless block construction, CONCRETE will prove guilty of some errors of omission. If producers know of other types of mortarless block being manufactured and marketed, we hope they will advise the editors so that this coverage can be brought up to date in a future issue.

Over the years, mortarless concrete block of one sort and another have come on the construction scene; but the lives of many of them have been short-lived, and they have since disappeared. A few, though, have weathered most of the production and marketing hurdles and are still available. And one, Formbloc—a comparative newcomer—evidences considerable growth and acceptance by architects, contractors, engineers, and builders in the northeast section of the United States.

The basic theory of mortarless block wall construction is sound. The labor charge for a mason and his helpers is one of the largest items in a breakdown of in-the-wall costs. If this same team could place more block per day, labor costs per unit, and per sq. ft. of wall, would be reduced (in theory, with mortarless block construction, the time usually spent mixing and placing mortar could be used to lay up block). Also since most types of mortarless construction utilize a grout filling in the cores—and some add horizontal and



● Groutwall panel underwent loading tests in 1955. Here it is at moment of failure.

vertical reinforcing of a sort—the finished wall tends to take on the strength characteristics of a poured wall. Other advantages claimed for this type of construction are: better insulation, easy waterproofing, and lessened need for skilled labor.

As it turns out, though, some of these savings and benefits are, to an extent, negated. Mortarless block, because they are a special, require, at the very least, more individual care and handling, which increases the cost (this would be lessened as the volume of production increases). Then there are the additional costs of the grout, and the steel used with some types of mortarless construction. Also, the masonry crews, being somewhat unfamiliar with this type of construction (and, just possibly, unwilling to step up their daily output), proceed at a slower pace than is necessary. About this last point, Philip Paoletta, Plasticrete Corporation, in speaking of his company's Groutwall, said, "The hurdle we have not yet overcome is that of getting our building mechanics, the bricklayer masons, to lay this product as economically as it should be laid. One mason and three laborers can put 1,000 of these block in a wall in one day. If we could get 500 laid by such a crew, we could get an 8-in. wall in place for less than 60 cents per sq. ft., including the contractor's profit and overhead."

In all some 11 past and present manufacturers of mortarless units were queried as to the status of development and sales of their block. A number of the letters were re-

turned; indicating the companies were now defunct; and only three responded with any indication that their mortarless block project had not been dropped completely. These were Plasticrete Corporation, Hamden, Conn.; manufacturers of Groutwall masonry units; Marietta Concrete Corporation, Marietta, Ohio., which manufactures a larger (8 x 10 x 32-in.) unit called Inter-loc mortarless block; and Formbloc, Inc., 12 Centre St., Concord, N. H. This latter organization licenses producers to manufacture the patented Formbloc.

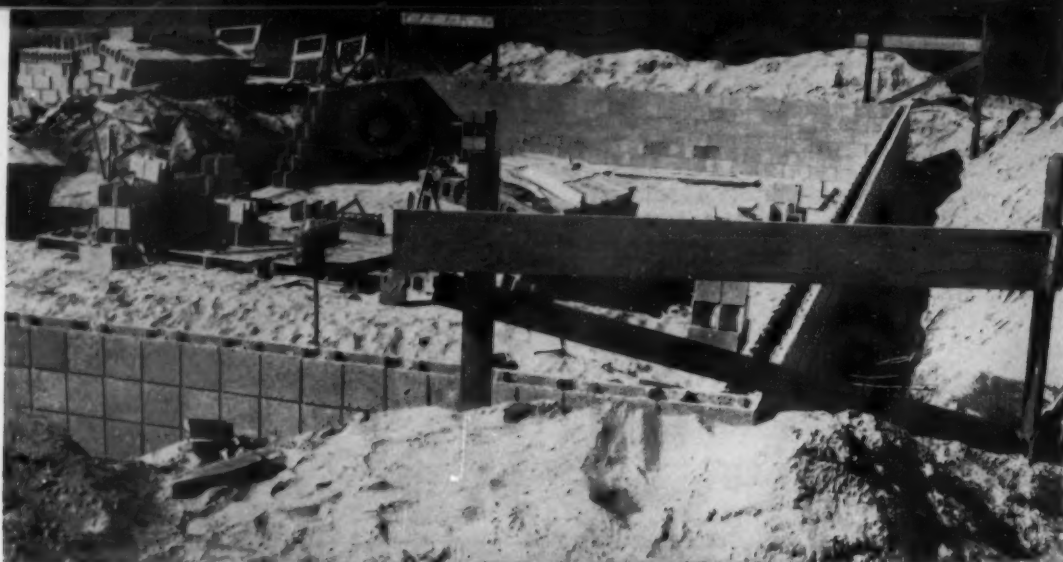
Groutwall, Plasticrete's unit, was pictured and discussed in the March, 1956, issue of *CONCRETE*. According to Mr. Paoletta, though progress has been made in getting Groutwall accepted and approved by local F.H.A. and building departments within the company's delivery area, there remain some marketing bugs that have to be ironed out before Groutwall can be sold in appreciable quantities. He said that his company hopes to determine whether the unit will be marketable by early next year.

The 8 x 8 x 16-in. Groutwall unit is a three-core, hollow block with a solid top and an open channel on the bottom. To assure trueness of the upper and lower faces, the block go through a dual-wheel horizontal grinding machine. Plasticrete's cinder mortarless unit weighs 36 lbs., compared with 30 lbs. for their regular 8-in. block.

In laying up a Groutwall panel, the first course of block is placed with mortar in the conventional man-



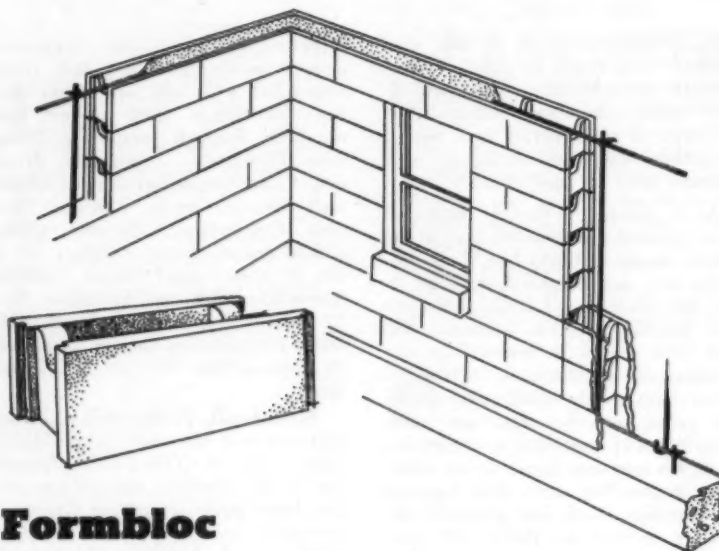
● Groutwall panel after failure.



● House foundation of 8-in. Formbloc goes up dry. It's laced vertically and horizontally with steel.



● Grout is pumped into the open cores of a Formbloc wall.



Formbloc

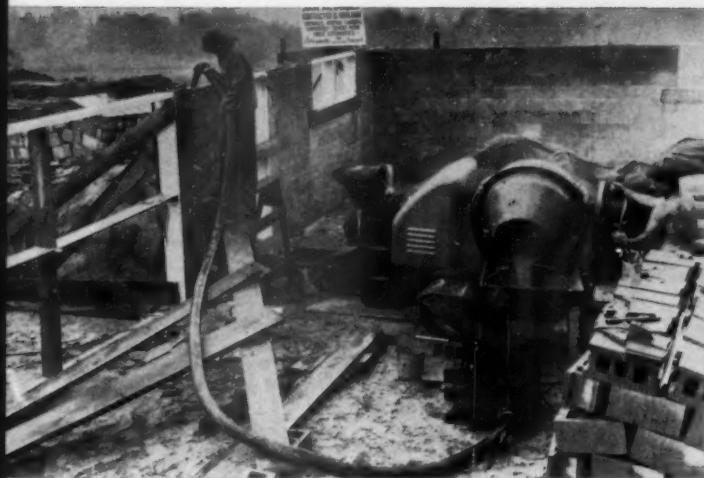
ner, though care must be taken to see to it that each block is level in both directions. Subsequent courses are then laid without mortar. Following completion of the second course, a wet-cement grout is poured into the end vertical grooves of the block. Then the third course is laid, and again the grout is poured into the end vertical grooves. Thus, the sequence becomes: a course of block is laid, dry, then the end grooves are grouted; another course is placed dry and then grouted; and so on up the wall.

As originally conceived, the Groutwall unit was designed as a possible answer to the poured-wall competi-

tion, then cutting into the Plastacrete's basement market.

In loading tests comparing two, 8-in. Groutwall panels with two, 12-in. regular block panels, the Groutwall panels both withstood substantially more pressure, simulating soil pressure, than did the thicker, regular block panels.

Inter-loc mortarless block, Marietta Concrete Corporation's unit, though still available on special order, has not been produced for the last several years. Mr. F. Leonard Christy, Marietta's president, noted that the larger size of this unit (8 x 10 x 32 in.), plus the extra reinforcing, handling, and unfamiliarity of labor with



● House foundation is pumped full of vermiculite grout.



● Formbloc wall is brushed with cement wash.

this type of construction worked to the unit's disadvantage. All of these items tended to offset the labor savings of putting this unit in the wall, with the result that in-the-wall costs for his company's unit are approximately the same as a conventional block wall.

The standard Inter-loc mortarless block—six other types of units are available for windows, corners, doors, etc.—has four cores and two grooves running down each end. Both the webs, which have raised humps on top and grooves on bottom, and the walls taper slightly, with the narrow width being at the top of the block.

To assemble units, anchor bolts are placed in the concrete footing, at predetermined spacings, as the footing is poured. These anchor bolts are placed on both sides of each wall opening and on 6-ft. centers maximum when no openings occur. The surface should be troweled smooth and level.

Block are then placed on the footing—this first course should be completely level. Then the second, third, and fourth course, on up, are laid until the desired height is reached; the top course is constructed with a special U-shaped cap block which acts as a form for a bond beam around the top of the wall.

After the wall has been erected to the desired height, tie rods are inserted down through the cores of the block to the anchor bolts, and channel caps are placed across the top course. The nuts are tightened until there's some tension on the tie rod; then the walls are plumbed; and the tie rods are tightened firm.

For added stability, grout is poured to fill the top, cap block and the cores containing tie rods (the other cores are blocked off during grouting).

In looking to the future of Marietta's Inter-loc mortarless units, which are made on Besser silo manufacturing equipment, Mr. Christy said, "production will probably depend pretty much on the swimming pool market."

Formbloc, patented as "Interlocking Hollow Building Block," U.S. patent No. 2684589, is the result of an architect's attempts to provide his customers with a inexpensive, strong, crack-free wall that would have waterproofing and insulation qualities to withstand the quite-chilly, damp weather in the northern New England area. With customers' incessant demands for more wall for less money, Arnold Perreton kept trying to pare the walls of commercial buildings, schools and other structures down to the bare minimum — cover-up materials, one by one, were discarded. But Mr. Perreton felt certain that an 8 or 12-in. wall of block, exposed on the interior and exterior, was not the answer — cracks, dampness, and heat loss were still sources of trouble. To minimize these troublesome problems of block construction that would be exposed to the rigorous climate of New England, Mr. Perreton developed Formbloc.

The unit, produced on a Besser Vibrapac with height control, is made in both the 8 and 12-in. conventional sizes, along with corner, jamb, and half units. In design, it has one large

rectangular core in the center and halves of smaller cores on each end. The ends of both face shells have a partial tongue and groove design, so that the block placed in a course fit snugly and solidly together. Also, looking along the length of the block, a substantial cutout trough goes along the tops of the webs. The end result is a block that's 70 per cent hollow.

As in the recommended practice for the other mortarless block, with Formbloc, anchor bolts are placed in the footing, which must be level to receive the first course. Depending upon the type of wall required, block including the first course, can be laid up dry, with mortar in the horizontal joints, or in horizontal and vertical joints (in actual practice, full mortar joints have only been used for exposed wall construction). To stabilize the first course, 1/2-in. reinforcing rods are placed along the grooves in the top of the webs; then this first course is firmly anchored to the footing with clips over the reinforcing rod and bolted to the anchor bolts. Succeeding courses are laid up to the desired height (the suggested instruction for dry Formbloc construction is for the mason to use small amounts of mortar as a corrective measure to keep the walls plumb and level). Another horizontal reinforcing rod goes along the top course, and this is secured with a tie rod to the horizontal rod in the first course. Ties are spaced 16 in. from corners and on 6-ft. centers along the wall.

The moderately soupy grout filler, pumped into the cores, can be of structural, insulating, or semi-struc-

tural-semi-insulating concrete—sand and gravel, cinders, vermiculite, etc.—depending upon the type of wall required; water-repellent agents can be added if necessary. It is suggested for walls higher than 8 to 12 ft. that the grout be pumped in in levels of 8 or so ft. as the wall goes up.

As to the advantages of Formbloc construction, Mr. Perreton stated, "The large mass of insulating fill, along with the embedded stabilizing rod, and the control joints every 16 in. . . . have reduced all cracking to an absolute minimum. The continuous core of water-repellent, insulating concrete, along with proper precaution in providing a vapor barrier on the interior surface and waterproofing on exterior surface have eliminated dampness in the masonry wall. Likewise, the continuous concrete insulating core, which fills and blocks all joints, prevents all air infiltration and reduces conduction to a minimum Thus, a strong and economical 8-in. Formbloc wall can be had with a U-factor of .12."

According to Mr. Perreton, dry Formbloc construction with a concrete grout filling goes up in about half the time required for a conventional concrete wall, including placing, stripping and cleaning forms. And this same dry wall can be erected in considerably less time than comparable brick or block walls with mortar in the joints.

The accompanying comparative costs of construction were published in the *New Hampshire Architect*. Included are the material and labor costs of Formbloc wall construction and other types of masonry wall construction. But costs not included are those of footing, window and door frames, or contractor's overhead and profit.

Several block plants are making the Formbloc in New England, including Duracrete Block Company, Inc., Manchester, N.H. Further information about the product and franchise right outside the New England area can be secured from Formbloc, Inc., 12 Centre St., Concord, N.H.

The future of mortarless systems seems to hinge on two factors, both of which are intertwined: (1) field training and acceptance of the units by the building trades so that they can be placed in the wall with the efficiency and economy for which they were designed, and (2) increased volume production of the units by block plants so that the savings from longer runs and reduced handling costs can be passed on to the customers.



● Standing up among the trees, ready for occupancy, is the completed house with Formbloc foundation and wood exterior.

A. COST OF FORMBLOC WALL — DRY CONSTRUCTION

	8" wall	12" wall
(1) With structural concrete filler:		
Formbloc Unit, sand and gravel concrete, Zone I, per unit	\$0.29	\$0.37
Stabilizing steel, per unit	.04	.04
Filler, sand and gravel concrete, @ \$14/cu. yd., (1 cu. yd. fills 80 - 8" units) per unit	.175	
(1 cu. yd. fills 50 - 12" units) per unit		.28
Labor - 1 layer, 1 or 2 tenders, and 1 carpenter, @ \$80 to \$100 per day for laying, filling and cleaning blocks, setting frames, etc., at rate of 1,000 blocks per day, for foundations, per unit	.08	.10
Total Cost per unit	\$0.585	\$0.79
Total Cost per sq. ft. of Formbloc wall	\$0.66	\$0.89
(2) With insulating concrete filler:		
Formbloc Unit, sand and gravel concrete, Zone I, per unit	\$0.29	\$0.37
Stabilizing steel, per unit	.04	.04
Filler, vermiculite concrete, @ \$24/cu. yd., (1 cu. yd. fills 100 - 8" units) per unit	.24	
(1 cu. yd. fills 70 - 12" units) per unit		.34
Labor - 1 layer, 1 or 2 tenders, and 1 carpenter, including pump equipment, @ \$100 to \$120 per day, for laying, filling and cleaning blocks, setting frames, etc. at rate of 1,000 per day, for first and upper stories, per unit	.10	.12
(slightly less for foundations)		
Total Cost per unit	\$0.67	\$0.87
Total Cost per sq. ft. of Formbloc wall	\$0.75	\$0.98

B. COST OF FORMBLOC WALL — MORTAR CONSTRUCTION

Eliminate stabilizing steel and lay Formbloc units with thin horizontal mortar joint, but with no vertical mortar joints. Add 5 cents to above total costs.

C. COST OF OTHER MASONRY WALL CONSTRUCTION

	8" wall	12" wall
(1) Concrete wall		
Plain concrete, including form work for wall above 8' high, @ \$35/cu. yd., per sq. ft.	\$0.90	\$1.30
For house foundations, less than 8' high wall, per sq. ft.	.55	.85
(2) Concrete block wall		
Gravel concrete units and labor, per sq. ft.	.58	.74
(3) Brick wall		
Common brick and labor, per sq. ft.	1.35	2.00
(4) Brick and backed-up block wall		
4" brick and 4" block, per sq. ft.	1.07	
4" brick and 8" block, per sq. ft.		1.25
(5) Cavity wall	10" wall	14" wall
Two 4" blocks, per sq. ft.	\$0.82	
One 4" and one 8" block, per sq. ft.		\$1.00
One 4" brick and one 4" block, per sq. ft.	1.10	
One 4" brick and one 8" block, per sq. ft.		1.30
(6) Frame wall		
Including 2 x 4 studs, sheathing, clapboard, insulation and sheetrock, per sq. ft. - \$0.97.		

Block and the Marketing Picture

(Article begins on page 20)

5. Underestimating your sales potential.

Have you ever thought what could happen if business suddenly became fantastically good and you were unable to furnish some of your best customers with the blocks they needed?

"Oh", you say, "We would just buy a load from John Browne or old O . . . Smith or old P. Q. Tracy". But, you know, that can't always be done. Maybe these good old Joe's are in the same predicament. Some will say, it is an enviable position in which to be, to have so much business you can't deliver it all. Let me tell you, and some of you have been in the same position, it certainly is embarrassing, frustrating, and places a man in an awkward position when an old friend contractor calls and says "What the hell is wrong Jones"? I've got fifteen masons standing on that job drawing \$3.50 an hour."

Don't ever underestimate your sales potential and for goodness sakes know and inform your salespeople on your production capabilities.

6. Lack of product uniformity

A "bad batch", or bad run of blocks can completely ruin the finest marketing plan. No news travels faster than the rumor that your blocks aren't uniform in dimension; you can't hold an even texture; or your blocks won't meet A.S.T.M. specifications. Buy a load from John Browne or John.

Make every effort you possibly can to prevent bad block from reaching the hands of the mason.

Some plant superintendents keep a record of how many units are run through a mold and know without even looking that the liners and plates should be changed.

Running with worn out mold parts will not only cost you approximately one in every twenty blocks but it will also cost you thousands of dollars of good-will if the blocks continue to fall into the hands of the customer.

Every precaution should be taken throughout the entire production cycle—batching, molding, off-bearing, curing, cubing, loading, and unloading—to assure that nothing but the

very best product is delivered to the job.

In my opinion the greatest mistake a producer can make is to allow his superintendent to take a cutting torch to a high production machine, which was engineered to produce a maximum number of high-quality units in a given length of time, and start cutting it down to increase the daily output. "To heck with the quality," seems to be the thinking. "All we want is production." Yes, we all understand the more units ground out each day the less the unit cost.

But 60 to 90 days later, you'll be wondering what is happening to the sales volume and the poor salesmen, caught in between, will be getting it again.

The clammy fact is, gentlemen, the customer doesn't care much about your production problems, doesn't give a whoop how many autoclaves you have, isn't interested in the least in how many long years you toiled and sweated to build your successful, profitable business. He is interested only in what your product will do for him and how you service him. He expects the second order of blocks to be just like the first order—in texture, and in uniformity—and he expects them to be delivered yesterday in case he needs them in the next thirty minutes.



● "Now, let him kick me again. He'll bust his foot."



● "Good night boss!". . . .

Machines Can Speed Up Office

By GUIDO GIANONI

Switching from old fashioned pen-and-ink bookkeeping to completely modern mechanization on one machine answered two immediate problems for A. Duchini Company, Erie, Pa., block producers: (1) elimination of nearly all errors in payroll computation; and, (2) a tremendously speeded up accounts receivable operation.

In addition, it eliminated one full time office employee from the accounting staff who frequently had to work overtime on Saturdays in order to maintain up to date procedures. This employee has since been assigned to other clerical duties.

As a further result of installing our new accounting machine, the reduction in personnel enables the machine to pay for itself every six months through actual savings in salaries alone!

The introduction of mechanized bookkeeping operations is, of course, in line with other modern equipment and methods which have established the A. Duchini firm as a substantial block producer in Northwestern Pennsylvania. Beginning as a one man operation in 1932, Mr. Avellino Duchini began producing concrete block and stocking masonry supplies for the construction industry in and around Erie, Pa. Since that time the firm has grown to two plants and now employs from 65 to 100 persons, depending on the season.

Our previous Accounts Receivable and Payroll system was mainly a manual procedure, which required excessive adding and subtracting and proved too slow and cumbersome as sales volume and personnel increased. It was at this point that we decided to set up a completely new method of handling the two vital operations of accounts receivable and payroll. A careful analysis was made of the various accounting machines available. Our goal was to secure a small, economical accounting machine upon

which both payroll and accounts receivable could be efficiently handled. The Burroughs P 602 Director accounting machine seemed to best suit our requirements, and we installed one in January, 1958.

With this new machine we received a 50 per cent increase in the speed of preparing statements and customers' ledgers. Important to note is that we now have considerably more control in our accounts receivable operations, besides increased accuracy and legibility. In addition, we now prepare our entire payroll in approximately three hours, whereas formerly an entire day was required for this operation.

As our modern system is presently set up, we begin the billing procedure from the invoice data. We have approximately 1,600 accounts in our operation, and about 500 of these are active each month. Invoices are sorted according to customer and posted every two or three days. Thus each customer's account is brought up to date shortly after delivery is made. After posting is completed for a group of invoices, they are subsequently attached to the statement and sent to the customer at the end of each month. About 90 per cent of our accounts are right up to date. Consequently we are no longer plagued by month-end bottlenecks, as was formerly the case.

The actual machine operation is a simple matter of entering the reference or invoice number, picking up the previous tax and materials balance, and then entering the amount of tax and materials charge for the particular invoice being posted. The P 602 does the rest automatically by computing and printing the new tax and materials total on both the statement and ledger simultaneously in one operation.

To insure accuracy in the billing procedure, the total tax and materials charge must equal the pre-list invoice total.

One of the biggest advantages in our new system is that customers



● The two decision makers for this piece of office mechanization: A. Duchini (seated) and Guido Gianoni.

completely understand the clear and legible figures recorded on the statement. It is also easy for the customer to compare the invoice number with the number recorded on the statement to assure that he is being charged for the correct amounts and correct invoices.

As payments are received they are entered on the Income Register. A discount is provided for all bills paid within ten days. The exact amount of the bill, however, is shown on the statement and ledger. In this procedure the machine operator merely enters the previous account balance followed by the amount of the payment. The machine automatically prints the amount of the payment and computes and prints the new balance, if any, to bring both the statement and ledger up to date.

A trial balance of all charge amounts of all ledger cards is taken at the end of each month to show the total sales for that month. This trial balance figure is also compared with the monthly sales for the previous year.

At the end of the year all ledgers are added to secure the total sales per customer, which is subsequently posted to the customer's history card. This enables us to determine future potential sales as well as providing

Work, Also



● Payroll and accounts receivable are now handled accurately in half the time with the Burroughs P 602.

us with credit information and relating data.

In the payroll preparation, the machine prepares four records simultaneously. These are: the payroll journal, employee's earnings record, check, and check statement. The data is taken from time cards which have been extended and checked. Here the machine operator merely enters into the machine the number of hours, amount of regular pay, overtime pay, if any, and automatically receives the total weekly pay amount. She then enters the various deductions of withholding tax, social security, city tax, hospitalization, and any miscellaneous deductions. The machine then computes and prints the total net pay on both the check stub, earnings ledger and journal. To prepare the check the operator indexes the check number. The rest is automatic as the machine prints the date and net amount of the check.

To prove the entire payroll operation, the total of all deductions plus net pay must balance with the total gross pay figure which is computed and printed on the payroll journal.

All in all, we are well satisfied with our new system and strongly believe that the investment we made in installing the mechanized procedures has proved worthwhile.

NAME: Baets Construction Service									
ADDRESS: 13134 Lincoln Drive									
CITY: Erie, Pa.									

DATE	REFERENCE NUMBER	CHARGES		CREDITS		BALANCES		TOTAL
		TAX	AMOUNT	TAX	AMOUNT	TAX	AMOUNT	
JUN 14	15850	701	233.64					
JAN 16	15864	794	264.65					
JAN 20	15886	637	218.48			21.94	73112	75306.4
JUN 21	15907	47	1.35					

DATE	REFERENCE NUMBER	CHARGES		CREDITS		BALANCES		TOTAL
		TAX	AMOUNT	TAX	AMOUNT	TAX	AMOUNT	
FEB 4	41169	930	303.12					
FEB 4	41170	503	167.76					
FEB 10 CSH				5027	1675.40	8607	28691.6	205523.4
FEB 5	36008	616	205.23			3583	11937.6	122956.4
FEB 12	41190	1145	361.93			4196	13989.6	144093.4

DATE	REFERENCE NUMBER	CHARGES		CREDITS		BALANCES		TOTAL
		TAX	AMOUNT	TAX	AMOUNT	TAX	AMOUNT	
MAY 7	76147	676	201.94			12451	41496.3	427414.4
MAY 11 CSH				9543	3180.86	2908	968.77	99785.4
MAY 11	76183	736	245.28			3644	12140.5	125049.4
MAY 13	76218	682	227.43					
MAY 14	76244	931	177.12			4857	16186.3	166717.4
MAY 18	76267	720	239.96			5577	18583.6	181433.4
MAY 19	76283	583	194.30					
MAY 19	41365	194	64.50			6354	21173.6	218093.4

A. DUCHINI
 20th and Grand St.
 3214 W. RIDGE RD. (RT. 8) - ERIE, PA. - PHONE 9-1981

Baets Construction Service
 13134 Lincoln Drive
 Erie, Pa.

PLEASE RETURN THE STUB WITH YOUR CHECK

DATE	REFERENCE NUMBER	CHARGES		CREDITS		BALANCES		TOTAL
		TAX	AMOUNT	TAX	AMOUNT	TAX	AMOUNT	
FEB 27 CSH						9543	3180.86	327629.4
FEB 3	36097	655	217.63					
FEB 4	76104	446	140.53					
FEB 4	76111	936	319.98					
FEB 5	76116	937	178.95			11575	35577.9	397354.4
FEB 7	76147	976	291.94			12451	41496.3	427414.4
FEB 11 CSH				9543	3180.86	2908	968.77	99785.4
FEB 11	76183	736	245.28			3644	12140.5	125049.4
FEB 13	76218	682	227.43					
FEB 14	76244	931	177.12			4857	16186.3	166717.4
FEB 18	76267	720	239.96			5577	18583.6	181433.4
FEB 19	76283	583	194.30					
FEB 19	41365	194	64.50			6354	21173.6	218093.4

● Customer's statement and office ledger are prepared simultaneously.

PAYROLL SUMMARY SHEET

FOR PERIOD: _____

DATE	AMOUNT	EARNINGS	DEDUCTIONS	NET PAY	DATE	AMOUNT	EARNINGS	DEDUCTIONS	NET PAY
MAY 19	4000	6800	6800	1840	193	68	137	135	5927

GLASS NO. 76
 NAME: Carl Weathers
 SS NO. 385 26 9867

EMPLOYEE EARNINGS RECORD

DATE	AMOUNT	EARNINGS	DEDUCTIONS	NET PAY
MAY 19	4000	6800	6800	1840

A. DUCHINI
 20th and Grand St.
 3214 W. RIDGE RD. (RT. 8) - ERIE, PA. - PHONE 9-1981

FOR THE NAME OF: Carl Weathers
 DATE: MAY 19
 AMOUNT: 2250
 5017.4

THE UNION BANK
 1000 E. 10th St.
 ERIE, PA.

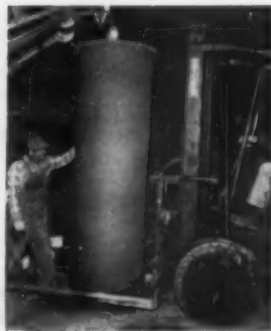
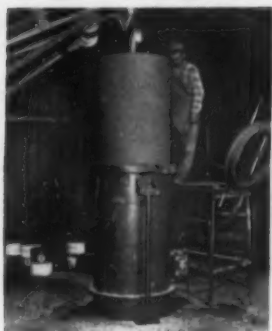
VOID

● The machine handles four payroll operations neatly and efficiently.



A Look at What's New in

EQUIPMENT and MATERIALS



New Steiro Vibration System for Concrete Pipe Manufacturing Being Well Received

Recent introduction of the new Steiro Vibration System in producing concrete pipe has brought about "a flood of inquiry letters from all over United States and Canada that was beyond our highest hopes," according to Lyle Ballantyne, vice-president of Conpro, Inc., University & 30th Ave., N.E., Minneapolis 18, Minn., national distributors of the unusual vibration-style machines.

"The fact that the Steiro delivers eight feet of 24-inch diameter pipe in minutes was a principal attention-arresting factor in our product introduction," according to Mr. Ballantyne, who explains the new system this way:

"The Steiro System for producing concrete pipe is a highly perfected method which insures a finished product of extremely high compressive strength and low absorption. These very desirable qualities are obtained with a minimum amount of cement and water in the concrete mixture. In this system approximately 12 per cent more concrete is compacted into a given volume compared to other methods of pipe making.

"Concrete pipe produced with the Steiro System," continues Mr. Ballantyne, "is of exact dimensions making possible the adherence to very close tolerances, which in turn insures perfect joints that will keep infiltration to a minimum. Because of the ease with which it is possible to maintain these exacting dimensions it can be readily seen how advantageous this system is in the production of gasket pipe."

Ballantyne advises that Steiro

vibration machines are available in models to produce pipe from eight to 48 inches in diameter in any length to eight feet. Steiro System also is available in pit casting equipment in diameters above 48 inches, in four, six or eight-foot lengths.

Detailing Steiro machines, their operations and advantages, Mr. Ballantyne, explains as follows:

The machines are hydraulic units, installed below floor level which permits unobstructed head room for materials handling and removal of the finished product to the curing area.

Either reinforced or non-reinforced concrete pipe can be made with these machines. Special shapes such as low head or arch can be made as efficiently as standard shapes.

Operation: The steel reinforcement cage is placed on a pallet which has been set in place on the base of the machine. The inner core is then raised to its up position and the same is done with the outer jacket of the mold. The concrete is discharged from the mixer into a receiving hopper from which it is fed to a belt conveyor transporting it directly to the pipe mold. The electric vibrators are running as the mold is being filled. After the mold is filled, a header with an attached vibrator is placed on the top of the pipe to form the grooved end. The header is then removed and the inner core and the outer jacket are stripped downward, insuring a well troweled inside and outside surface. A protector ring is placed on the top of the pipe and it is transported to the curing area by

means of a lift truck.

One of the outstanding features of this equipment is that the inside core and the outside jacket, which are part of the machine, are completely stripped before the pipe is removed to the curing area.

Advantages: (1) High rate of production with minimum manpower. The pipe making crew consists of three men—the mixer operator, the machine operator, and the man removing the pipe to the curing area. (2) The greater compaction obtained with the Steiro System machine insures very high strength and low absorption. (3) Greater compaction permits the use of the lower water-cement ratio which in turn produces greater strength and an appreciable saving in cement. (4) Maintenance costs are reduced to a minimum. (5) The Steiro System machine insures adherence to the close tolerances required for gasket type pipe. (6) Pipe in any length up to 8 ft. can be made on the Steiro System machine. (7) Elliptical reinforcement can be used.

Enter X45 on Inquiry Card

Master Builders Releases Guide to Product Usage

"Product Data Guide," a recent publication put out by Master Builders, gives complete and detailed information covering the usage of all major Master Builders concrete and masonry products.

This publication includes data on estimating needs for and description of Pozzolith, Embeco, Masterplate, Anvil-Top, and others.

Regular users of concrete admixtures, "iron-clad" floor products, grouting and waterproofing material and other related products will find this an indispensable guide.

For a free copy of Bulletin X-5A, write: The Master Builders Company, Cleveland 3, Ohio.

Enter X46 on Inquiry Card

New Bulk Transport By Dorsey Trailers

A new self-unloading bulk transport for handling a variety of dry materials is now in production by Dorsey Trailers, Elba, Alabama. The new unit is designated the Bulk-master model FB-T.

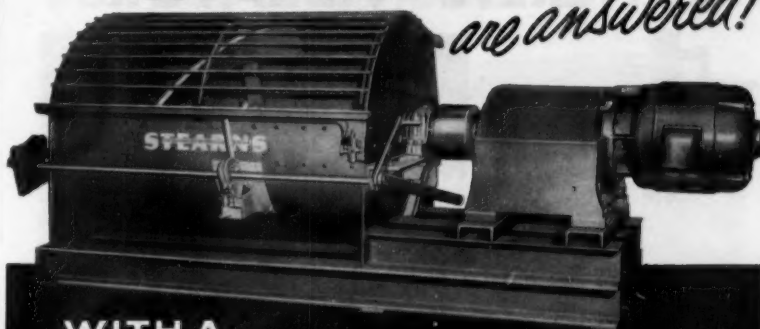
Extremely versatile, the unit pit

umps, or can be equipped with a 14-foot folding or rigid full-swiveling 18-inch wide endless-belt elevator. A boom and cable assembly swivels the elevator around to lie flat against the body when not in use. A tandem hydraulic pump, powered by a 25-hp. air-cooled gasoline engine, supplies steady pressure to operate the rubber belt conveyor, which is riveted to a 36-inch heavy-duty steel conveyor chain, and elevators. The system discharges in excess of one ton per minute, depending on the type of material.



The all steel electrically-welded body is ribbed for extra strength and equipped with tailored heavy-duty

YOUR *MIXER* QUESTIONS *are answered!*



WITH A...
STEARNS
DIRECT GEARMOTOR DRIVE MIXER!

Available in 42 and 50 cu. ft. capacities and the new 75 cu. ft. "Double Drum"

THE **8** BASIC QUESTIONS ANSWERED!

1. Stearns Gearmotor Drive Mixers ELIMINATE the clutch and pulley, V-belt drive, countershaft and countershaft bearings, drive gear and pinion . . . FOR REDUCED MAINTENANCE.
2. Stearns Gearmotor Drive Mixers feature the gearhead in a sealed oil bath . . . FOR LONGER EFFICIENT OPERATION.
3. Stearns Gearmotor is coupled direct to bladeshaft by flexible coupling, packed in lubricant and enclosed . . . FOR SAFETY AND SMOOTH—QUIET OPERATION.
4. Stearns Gearmotor Drive Mixers are equipped with the best antifriction thrust bearings available . . . FOR LONGER LIFE, LESS DOWN-TIME.
5. Stearns Gearmotor Drive Mixers are standard equipped with Ni-hard sectional type, interchangeable liners, and Ni-hard blades . . . FOR MAXIMUM WEAR-RESISTANCE AND DURABILITY.
6. Stearns Gearmotor Drive Mixers feature pneumatically operated discharge door with fingertip control* . . . FOR HIGH SPEED BATCH HANDLING.
7. Stearns Gearmotor Drive Mixers offer the exclusive materials sampling door* . . . FOR OPERATOR SAFETY AND QUALITY CHECK.
8. Stearns Gearmotor Drive Mixers are standard equipped with water distributing manifold and grid drum cover . . . THE MOST COMPLETE MIXER FOR THE CONCRETE PRODUCTS INDUSTRY.

Write for Illustrated Folder and Full Details—TODAY!

*Optional on smaller mixers

STEARNS
MANUFACTURING COMPANY • INC.
ADRIAN • MICHIGAN • U.S.A.

canvas tarpaulin and bows. Standard body lengths are 20 to 36 feet in 4-foot increments, and the purchaser may have choice of single or tandem axles. Wide-spread tandems are available as well as conventional. Other standard equipment includes ICC-approved heavy-duty rear bumper assembly, lights, and reflectors; rear fenders with mud flaps, 20,000-lb. axles, steel spoke wheels, 16" x 7" air brakes, basket tire carrier, 2-speed landing gear and 10:00 x 20, 12-ply tires.

A wide range of options including elevators, water-proof steel top with

loading hatches and side extensions for increased capacity are available.

Enter X47 on Inquiry Card

Kolor Control System New Forrer's Formula

Kolor Control System is the name of a specially developed formula by Forrer's, Milwaukee 12, Wisconsin, for the production of split block and patio stones. Accurate and absolute control is assured when this formula

is followed, thus eliminating off-color batches due to unbalanced mixing.

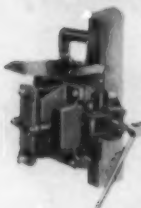
Pre-blended KCS colors were tested on several jobs. Colors are guaranteed to be full strength colors. They are approximately 98 per cent pure oxide with fineness to pass through a 325-mesh screen. All pigments are completely light-fast, lime-proof, and practically acid-proof. Only colors which will blend without flotation are used.

KCS colors are pre-blended, unified and packaged for 50 cu. ft. mixes. Available are 12 different shades. The system offers a confidential formula as well as fact sheets on size of units, splitting, and pricing.

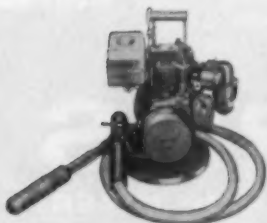
Enter X48 on Inquiry Card

SYNTRON

CONCRETE VIBRATORS



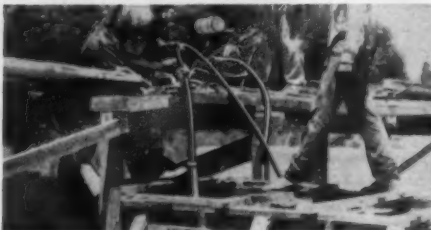
Electromagnetic
Concrete
Form
Vibrators



Electric or Gasoline
Mass Concrete Vibrators



V-55 Vibrator used to make a Vibrating screed



Gasoline Flexible Shaft Concrete Vibrator used
in large footer form

Faster placing—produce better concrete

SYNTRON Electromagnetic Concrete Vibrators provide a positive vibrating action that insures uniform compacting and settling of concrete. Easily attached to concrete pipe forms, block making machines, screeds, wall forms, etc. Available are sizes for every job.

SYNTRON Mass Concrete Vibrators are ideal for settling concrete in narrow forms, footers, columns, foundations, etc. Flexible shaft with vibrating head is easily placed into forms. Available with 1½ or 2 hp. Electric Motor or 5 hp. Gasoline Motor. Flexible shafts available in lengths from 12 to 42 ft.

Write for catalog data—FREE

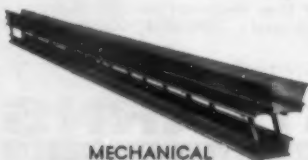
SYNTRON COMPANY

324 Lexington Ave. Homer City, Penna.

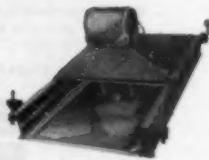
Other SYNTRON Equipment of proven dependable Quality



VIBRATORY
PACKERS



MECHANICAL
VIBRATING
CONVEYORS

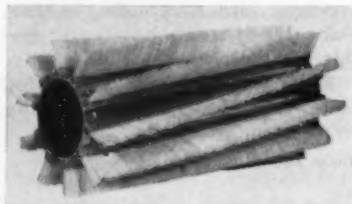


VIBRATING
SCREENS

New Belt Conveyor Brush Doesn't Absorb Moisture

New advances in technology during the past year have permitted the development, by Osborn Manufacturing Company, Cleveland, Ohio, of a low cost and efficient brush designed for cleaning the carryback from conveyor belting. This new brush employs the use of an extruded aluminum mounting along with a new synthetic fill material called Korfil "P" which has inherent qualities said to provide fast, thorough cleaning action, and long wear life.

Extremes of both high and low temperatures are encountered in conveyor belt operations. Korfil "P" is ideally suited for this type of application because it does not absorb moisture. Consequently, it does not soften nor does it become brittle with extremely low temperatures.



This new brush, the Rota-Master, is an excellent tool for solving the carry-back problem, since it will sweep the belt clean without injuring the belt surface. The brush has a built-in self-cleaning feature through its use of individual strip brush inserts. Consequently, the unique brushing action developed permits this brush to remove 80 to 100 per cent of the carry-back.

Enter X49 on Inquiry Card

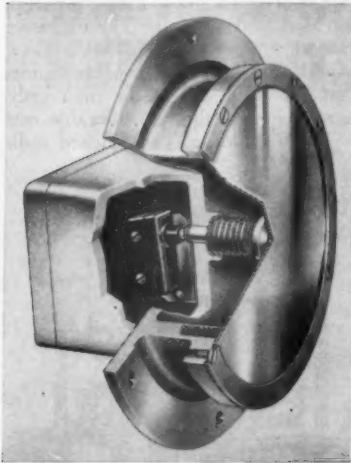
New Automatic Bin Level Indicator By Bindicator

A new, automatic bin level indicator, especially suited to applications where corrosion and chemical action may be factors, is being introduced by The Bin-Dicator Company, Detroit.

The new bin level indicator is a super-sensitive response mechanism effective for use with light materials without affecting its performance with heavy materials or for general purposes. It is offered in both standard and explosion-proof models with U.L. label.

The new indicator, named the Auto-Bin-Dicator, is the newest in a series of automatic control devices for bulk material handling which the company has been making for nearly a quarter of a century. It differs from related units in the line in that the entire body is heavy aluminum castings and the diaphragm is stainless steel, making it corrosion resistant, even when it is installed in a suspended central position in the bin, completely enveloped by material.

The controlled movement of the spring-loaded stainless steel diaphragm and the sensitivity of the switch mechanism make the Auto-Bin-Dicator extremely responsive to changes in pressure of materials, and



it functions as effectively in controlling levels of light, low density materials as it does when handling heavy, dense, coarse or abrasive materials.

The new unit can be affixed to thick or thin walled bins, or suspended within the bin, hopper or silo at any desired level through the use of a simple extension. It also can be used in chutes and hoppers to prevent choke-ups, overfeeding and

damage to machinery.

In operation, pressure of material against the stainless steel diaphragm actuates a switch which operates signals such as lights, bells, or horns, if desired, and can also be set to automatically start or stop the flow of material into or out of the bin and stop or start filling machinery. Installed in the cover of conveyors, it detects any tendency to overfill or pack and shuts off the feed or material when overfilling or packing occurs.

The unit is simple in design, ruggedly built, easily installed and low

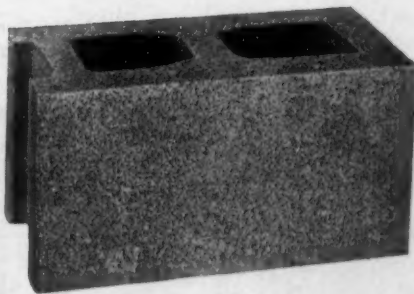
in cost. Literature is available by writing Bin-Dicator Co., 13946-46 Kercheval, Detroit 15, Mich.

Enter X50 on Inquiry Card

New Quick Way To Space Pipe Reinforcing Mesh

Quick and accurate spacing of reinforcing mesh preparatory to pouring concrete pipe is now possible through a recent development of a

What makes a Quality BLOCK!



AUTOMATIC SELF-
ADJUSTING WEIGHT
& DENSITY CONTROL

IMPROVED VIBRATION
THOROUGH COMPACTION

PANEL LIGHT SYSTEM
TO CONTROL MOULDING

SHOCK-FREE EJECTOR
FOR GENTLE DELIVERY

THESE important factors in the production of more perfect blocks are all combined in the new Model 60 Oswalt Block Machine.

They take the guesswork out of manufacture, and automatically maintain the highest standards of Accuracy, Uniformity, Texture, Density and Strength.

Oswalt services can be applied to other makes of cam-operated machines to insure plant efficiency and operating economy.

If you are planning a new installation or improving your present equipment . . . Oswalt engineers can help you get profitable results.

OSWALT ENGINEERING SERVICE CORP.

1335 Circle Ave., Forest Park, Ill.

Phones: ESTebrook 8-4664 (Chicago)

FOrest 6-2798 (Suburban)

spacer hook by Dayton Sure Grip and Shore Co., Miamisburg, Ohio.

In use, the accessory is hooked on the inside of the mesh and is securely held in position with the application of tension to the mesh. Uniform spacing of mesh between interior and exterior forms is the result. The hook can be made in sizes to fit any mesh spacing requirement. In addition to speed and accuracy, the low cost of the spacer hook means economy as well.

Dayton Sure Grip, manufacturers of a full line of concrete forming ties and accessories, will distribute the new product from their Dayton

stock and from jobber stocks throughout the country.

Enter X51 on Inquiry Card

Besser Company Offers New Block Design Book

Besser Company, Alpena, Michigan, has produced a new, eight-page booklet illustrating many of the new pierced-wall units which were included in the NCMA Pavillion display at the recent Concrete Industries Exposition in Cleveland. A free copy

is available on request to the company.

Designed to stimulate creative architectural expression through the use of the new architectural concrete masonry units, the new booklet covers many types, uses and applications.

Enter X52 on Inquiry Card

New Machine Makes Textured Concrete Brick

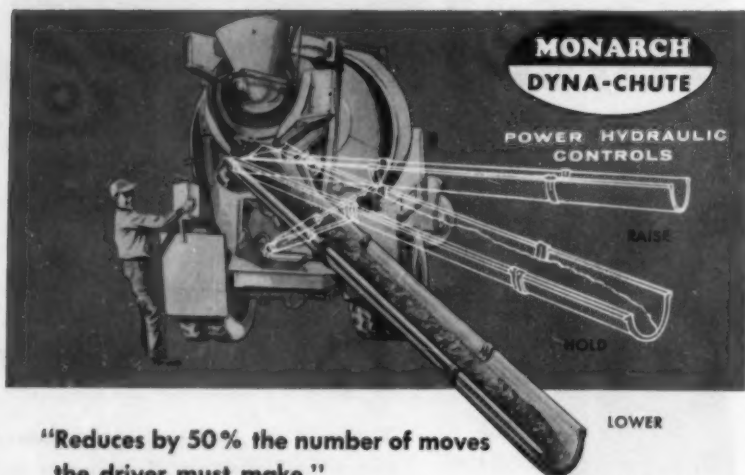
A new distinctive colored concrete brick can be made on the hydraulically powered Flower Rock machine. The brick can be made in a variety of sizes, all from the same mold box. Flower Rock Brick has a novel textured face, while uniform smooth line dimensions are maintained.

Brick are extruded from the machine with a unique and very attractive textured face. An exclusive extrusion process insures that the face of the brick is not marred as it comes out of the machine.

Flower Rock Brick are particularly architecturally attractive when used in low modern long-line design; as used in ranch type homes and modern single floor factories and offices. Besides offering an attractive unique face, the brick offers ample strength for load bearing walls. The exclusive extrusion process of the Flower Rock machine insures firmly packed units that lay up much faster than ordinary brick, so that considerable cost is cut in building. The finished walls

"DYNA-CHUTE Saves Us Enough Delivery Time to Pay for Itself,"

reports Mr. Duncan C. Thecker, Gen'l Mgr.,
United Materials Corp., Asbury Park, N. J.



"Reduces by 50% the number of moves the driver must make."

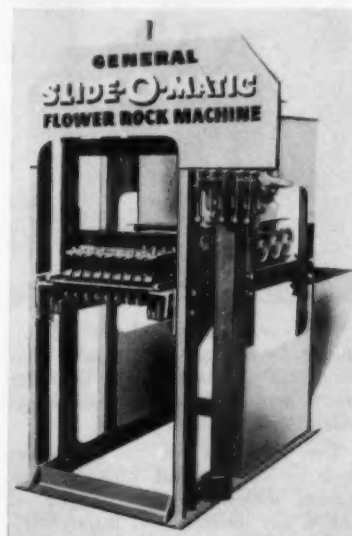
"We tried the first two Dyna-Chutes last Spring and found them so satisfactory that we ordered additional units," writes Mr. Duncan C. Thecker, General Manager of United Materials Corporation of Asbury Park, N. J. United operates five plants in New Jersey. Mr. Thecker says that United customers continually request deliveries by trucks equipped with Dyna-Chute. In addition to reducing the number of moves for unloading that a driver must make, Dyna-Chute eliminates the need for sweeping the chute clean between changes in chute height. "We have also reduced chute and chute support damage considerably," says Mr. Thecker.

Dyna-Chute is the modern way to speed concrete deliveries and reduce operating costs. Send for illustrated folder.

MONARCH ROAD MACHINERY COMPANY

1331 MICHIGAN ST., N.E.

GRAND RAPIDS 3, MICHIGAN, USA



need no painting or other maintenance.

The Flower Rock machine produces up to 38,000 8" brick equivalents per day. Color formula mixes and complete operating instructions are furnished with each machine. For fully illustrated literature, write General Engines Company, Route 130, Thorofare, New Jersey.

Enter X53 on Inquiry Card

Bulletin Describes New Weight Deviation Meter

A panel-mounted meter that indicates weighing deviations in terms of dial scale divisions is described in a technical reference bulletin offered by the Richardson Scale Co., Clifton, N. J.

Bulletin 58B describes the meter, designed to be used with the Richardson Select-O-Weigh automatic proportioning system to provide a visual indication of the number of graduations of an "off weight" for each ingredient weighed by the system. A photograph of the Under-Over Indicator illustrates the bulletin.

Enter X54 on Inquiry Card

Lightweight Aluminum Mixers for Bigger Payloads In Production at Construction Machinery Company



Aluminum transit mixers—the first to be built in America—are now coming off the production line at Construction Machinery Company, Waterloo, Iowa.

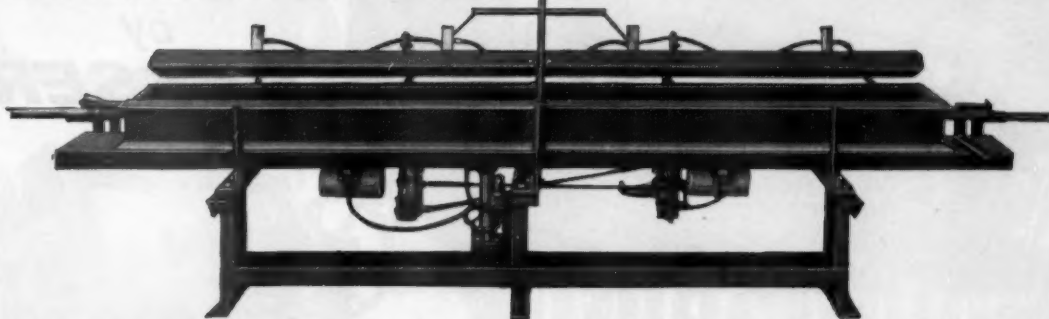
First shown over a year ago by CMC at the ready mixed convention and show in Chicago, the lightweight aluminum mixer has since undergone a rugged field-testing program to work out the kinks.

According to Warren A. Holden, president of the company, the North Star Sand and Gravel Company, Seattle, and Central Pre-Mix Concrete Company, Spokane, Washington—are the first two ready mix operators to place orders—and already have fleets of CMC Aluminum Transcetes in operation.

Production schedules have been stepped up and plant facilities ex-

The New Improved KENT LINTELATOR

It's redesigned, built heavier, equipped with additional heavy duty vibrators, easier and faster to operate.



Hundreds of LINTELATORS are in use producing concrete lintels, coping, parking lot bumpers, fence posts, etc.

The business has proved to be extra profitable because it has come largely from established sources. New sales methods have not been necessary.

These profitable items can be used by almost all present customers.

The interesting story can open doors that have been closed and increase your list of purchasers. The new improved LINTELATOR now in production assures even greater satisfaction and profit.

Write for information now and expand your business without increasing your headaches.

The KENT MACHINE CO. Cuyahoga Falls, Ohio, U.S.A.

SUBSIDIARY OF THE LAMSON & SESSIONS COMPANY

Canadian Distributor: Wettlaufer Equipment, Ltd., 49 Merton St., Toronto 12, Ontario

panded at Construction Machinery Company to take care of the fast growing backlog of orders booked for the Aluminum Transcrete Mixer.

The Aluminum Transcretes are the result of several years of joint development work by Construction Machinery Company and Kaiser Aluminum and Chemical Corporation engineers. A test model aluminum Transcrete was built by CMC over a year ago—and since then has been subjected to a program of rugged field testing throughout the nation. Made of a special, tough aluminum alloy developed by Kaiser Aluminum, the new Aluminum Transcretes weigh 1/3 less than steel models of the same size. This means a greatly increased payload—cuts down on the number of trips required to haul a given amount of concrete—provides savings in time, labor, fuel and maintenance. The reduced weight of the empty mixer returning to the plant would result in even more savings.

The weight of a CMC 7-yd. unit is approximately 4,600 lbs as compared to nearly 7,000 pounds for a conventional 7-yd. steel model. This wide margin in weight savings will be of primary importance in enabling

the ready mixed industry to realize substantially-increased legal payloads. The weight savings become especially valuable in states where load limits are exceptionally low.

All parts of the aluminum mixer are made of special abrasion-resistant alloy aluminum except the drive train and mixer controls. The heavy-duty aluminum chutes weigh 60% less than steel chutes—which means quicker, easier handling for the operator.

The new CMC Aluminum Transcretes have the same basic design features as CMC's complete line of steel model Transcretes, which are available in Truck Engine Drive and Separate Engine Drive Models.

Construction Machinery Company, which is now celebrating its 50th Anniversary, is also manufacturer of a complete line of concrete mixers, plaster and mortar mixers, pumps and hoists.

Complete information—including an illustrated booklet and specification sheet—is available by contacting: Advertising and Sales Promotion Department, Construction Machinery Company, Waterloo, Iowa.

Enter X55 on Inquiry Card

Brochure Describes New Besser Precasting Unit

A four page brochure describing the new semi-automatic machine for making lintels and other special units has been published by the Besser Company. Some of the special units described in the brochure include: lintels, plain, scored, solid or hollow; highway guard rail posts; patio block and sidewalk block.

For copies of this brochure and specifications on the new Besser Precaster write to Besser Company, Dept. 426, Alpena, Michigan.

Enter X56 on Inquiry Card

New Power Tool Catalog Available From Syntron

A new four-page catalog of Syntron portable construction power tools is announced by Syntron Company.

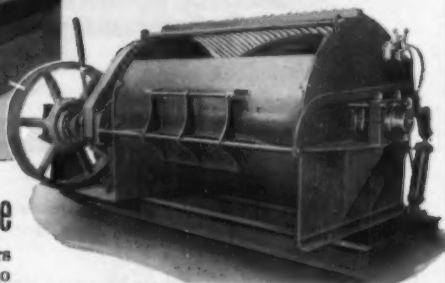
Illustrated four pages give complete descriptions, data and specifications for Syntron's 100 per cent self-contained electric hammers and ham-



No liners or blades replaced during 4½ years service

The illustration above shows one of the two 50 Cu. Ft. Besser Batch Mixers after 4½ years of hard continuous service in a Mid-Western block plant. At no time during the 4½ years was it necessary to replace either blades or liners. Besser Mixers are built to resist toughest operating conditions. Drum shells are made of heavy rolled steel. Replaceable inside liner sections are made of Ni-Hard abrasion resisting iron. Extra heavy blade shafts prevent bending or twisting. Mixer Blade Shaft Covers eliminate build up and wear on blade shafts and permit easy cleaning. Twin spiral mixer blades are also made of Ni-Hard abrasion resisting iron. Thousands of enthusiastic users attest to Besser Mixer economy and long life performance. Ask for Bulletin No. 111-A

BATCH MIXERS by BESSER



• Besser 50 cu. ft. mixer with motor, V-belt drive, steel cut gears running in a continuous oil bath and fully enclosed anti-friction bearings. Other sizes available: 6, 12, 18, 25, 30 and 40 cu. ft.

Note: All blades and liners are made in Besser Company's own foundry and licensed by International Nickel to produce and sell abrasion resisting white iron under the trade name . . . Ni-Hard.

BESSER Company, Complete Equipment for Concrete Block Plants Alpena, Michigan, U.S.A.

mer drills, featuring automatic drill bit rotation, hammer and hammer drill tools, belt-driven electric saws, gasoline hammer paving breakers and rock drills, and concrete placing and finishing tools, including electromagnetic external form vibrators, gasoline and electric internal mass vibrators, and vibrating floats.

Free copy immediately available upon request from Syntron Company, 324 Lexington Avenue, Homer City, Pennsylvania.

Enter X57 on Inquiry Card

Leap Offers New Data Sheets On Prestressing

Leap Associates, prestressed concrete consultant firm of Lakeland, Florida, has announced that a catalog section for four standard sized Leap Tees are available upon request. The four are: 36 inch by 8 foot; 36 inch by 6 foot; 30 inch by 6 foot; and 24 inch by 6 foot.

The catalog sheets include information on tables of loading and physical properties with a detailed sketch of each member. It is said that the

tee's capacity for use in the 60-125 foot span range makes it ideal for building floor and roof decking and in bridge construction. One of the earliest sections developed for prestressed concrete structures, the tee's simple, easily-produced shape and economy over a wide span range makes it a natural for use throughout the United States.

The tee is used similarly to the Leap Double Tee, being joined at the flange edges by weld plates and grouted at the joints. For floor loadings a composite topping is necessary.

A copy of these catalog sheets may be obtained without charge by writing to Leap Associates, P. O. Box 1053, Lakeland, Florida.

Enter X58 on Inquiry Card

Besser Offers Booklet On Splitters And Trimmers

A new 4-page illustrated brochure showing the full line of splitters and trimmers with self-leveling blades is available from Besser Company.

For copies of this brochure and

specifications on each of the seven models write Besser Company, Dept. 446, Alpena, Michigan.

Enter X59 on Inquiry Card

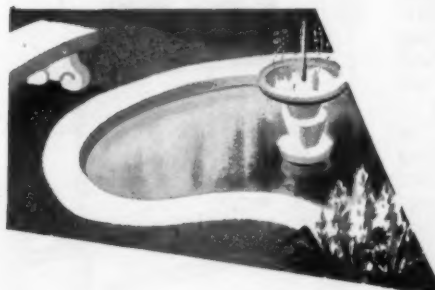
Link-Belt Offers Book On Vibrating Screens

The complete variety of Link-Belt Company's 12 different types and 212 sizes of vibrating screens are presented in "Vibrating Screens," a new 48-page book (No. 2777) that is available from the company. The book also contains information on screen cloths and accessories.

The new book describes and illustrates each of the screens and foundry shakeouts as they are used to meet screening and shakeout needs of practically every industry. Complete tables of materials, selection data, easy-to-read drawings and cut-away photographs showing construction features are also given.

A copy of Book 2777, "Vibrating Screens", can be obtained, without charge, by writing to Link-Belt Company, Dept. PR, Prudential Plaza, Chicago 1, Illinois.

Enter X60 on Inquiry Card



WHITEST
BY ANY STANDARD

There are dozens of places around the town or farm home where Trinity White portland cement is much more effective. Use it. Trinity White is much better in appearance than standard grey for walks, pools, drive-ways, etc. You will find the added cost is unimportant in comparison with the better appearance of the improvements.

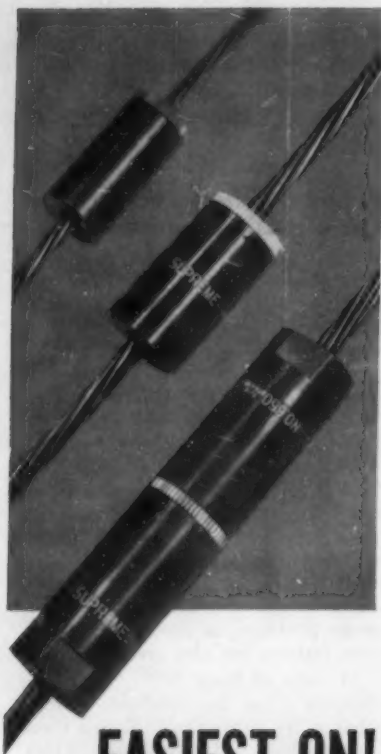
A product of GENERAL PORTLAND CEMENT CO.
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As white  as snow



Trinity White
PORTLAND CEMENT

Whitest in the bag
Whitest in the mix
Whitest in the completed job



**EASIEST ON!
FASTEST OFF!**

And Holds Strand Best Of All! That's what prestressers are saying about Supreme Strand Chucks. Test them on your beds soon and check the advantages you get—No more wax papers or hot paraffin dips. Easier installation and removal. No premature strand failures. Tool steel jaws that take up to five times as many stressings. All sizes. Approval of strand manufacturers. Write for information and prices.



SUPREME PRODUCTS CORPORATION
2222 S. CALUMET AVE. CHICAGO 16, ILLINOIS
A DIVISION OF A-S-R PRODUCTS CORP.

Fire Tests on Betocel Show It's Incombustible

Exacting tests have revealed that Betocel lightweight cellular insulating concrete is incombustible, it has been announced by Reflectal Corporation, architectural subsidiary of Borg-Warner Corp., Chicago, Illinois.

Subject to a 5¾ hour fire test, a 4-inch slab of Betocel was exposed on one side to a temperature of 2100° F. The opposite side from the fire reached 270° F. in this time. Despite this high thermal stress, there was only slight evidence of disintegration or damage.

Betocel is composed of basic materials that are incombustible—sand, cement, and water, to which are added a special bubble-forming emulsion. These are non-connecting air cells, uniformly distributed and completely lined with a plastic film. As a result, Betocel is light in weight, has insulating properties, is moisture resistant and sound deadening. Being inorganic, the product is not subject to attack by fungus growths.

The product is being used extensively for wet-poured roofs, floors, insulation fills, and sandwich fills of all types. It is also a popular material for pre-cast roofing, slabs, partition or outside walls, and building blocks. Excellent insulating properties of Betocel adapt it to combatting heat loss from steam-pipe lines and furnaces, and for insulating cold storage buildings.

For additional information on Betocel lightweight cellular insulating concrete, write Reflectal Corporation, 200 S. Michigan Avenue, Chicago 4, Illinois.

Enter X61 on Inquiry Card

Allis-Chalmers Has New 3½ Ton Car Shaker Unit

Expansion of its line of car shakers for safe, fast and economical pushbutton unloading of granular material from open, hopper-bottom gondola railroad cars has been announced by Allis-Chalmers with the addition of a 3½-ton unit.

The new car shaker, designed for small and medium operation is capable of unloading the same materials handled by Allis-Chalmers 5-ton unit except the unloading time will be longer for sticky or frozen materials. The 3½-ton Allis-Chalmers car shaker fits all standard

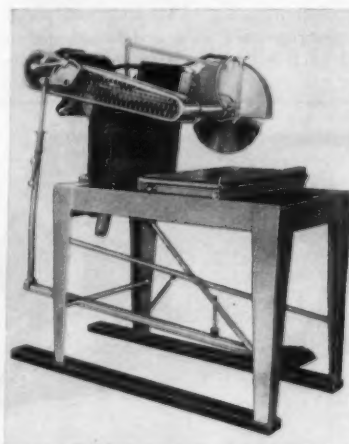
gondola hopper-bottom railroad cars in North America. It is particularly adapted for industries unloading 4 to 5 cars per day.

The unit is vibrated by a simplified two-bearing dust-tight mechanism containing a forged steel eccentric shaft. It is driven by a high starting torque 10 hp. totally-enclosed, fan-cooled motor through a V-belt drive. Push-button operated, the unit eliminates the need for men in or near the car.

Enter X62 on Inquiry Card

Three Features Added To E. E. Masonry Saw

Engineered Equipment, Inc.'s masonry saw that has gained a wide reputation for dependability, high quality and economical operation has been redesigned. Three excellent features have been added that will greatly increase the safety of operation and speed up cutting of all types of materials.



These innovations are: self-positioning blade guard that enables the blade to remain level at all cutting heights; a material cart with smooth rubber top that holds material stationary with no more wood splintering; to speed work the new saw is designed with a single arm support enabling straight through cutting in line with the blade.

Other features are cam plate height adjustment, jig-welded steel table, adjustable safety guard, foot feed and totally enclosed motor. The one-piece aluminum arm makes the E/E saw the lightest on the market today. Write for brochure to Engineered Equipment, Inc., Waterloo, Iowa.

Enter X63 on Inquiry Card

Bigger Profits

with

Besser

CONTOUR-MATIC

the Faster, All-Mechanical Block Splitter with the SELF-LEVELING BLADES

Now — you can produce as many as 2000 split block per hour with the Besser CONTOUR-MATIC — the all-mechanical, non-hydraulic block splitter with power transmitted through a simple gear train. It's so easy to operate and maintain. Only a few adjustments are necessary. Assures smooth, continuous, profitable operation. Twelve patented, self-leveling blades automatically conform to the contour of the block or stone. Each blade acts like a chisel, splitting material 1" to 8" high. Culls are practically eliminated.

The CONTOUR-MATIC is a compact, mobile unit, completely safe in operation. Write for new Bulletin No. 134.

Operator feeding
concrete block into
CONTOUR-MATIC
with complete safety.



BESSER Line of BLOCK SPLITTERS and TRIMMERS

CM-24" Power Model Splitter...CM-16" Power Model Splitter...CM-16" Hand-operated Splitter...CM-12" Hand-operated Splitter...CM-9" Hand-operated Splitter...SB-9" Hand-operated Splitter...Pony Junior Splitter.

BESSER COMPANY

Alpena, Michigan, U. S. A.

colors match... batch after batch!

No. 120 DARK YELLOW

No. 220 CHARCOAL

No. 210 CORAL

No. 190 LIGHT GREEN

No. 140 ORANGE

NATURAL

No. 170 PURPLE BLEND

No. 160 CREAM

No. 150 PINK

No. 100 LIGHT YELLOW

No. 180 DARK GREEN

No. 200 RED

No. 130 BROWN

Forrer's Kolor Control System

You get accurate — absolute control of **SPLIT-BLOCK** Colors every batch with KCS. Assures you more satisfied accounts — less "throw away" waste. Approximately 98% pure oxide colors (12 shades) produce *fade proof* colored blocks, patio stone, etc. If at present you are blending your own colors, you know, 1 oz. makes a world of difference.

KCS is a specially developed confidential system for color control. Ask your Forrer's representative or write...



2225 N. Humboldt Ave.
Milwaukee 2, Wis.

Dodson's Digest



The Big Story

Bob "Scoop" Cooper, a newspaper friend of mine, phoned the other day. Wanted me to join him on a helicopter tour of nearby construction on the interstate highway system.

Before you could say "Calcium Chloride," we were sailing over four brand-new lanes of concrete.

"You know, Dod, this interstate system is a fabulous thing," Bob bubbled, "41,000 miles of highways that'll cost \$40 billion dollars. Wow!" Bob was a very excitable fellow.

"And Calcium Chloride is playing a mighty big role in the highway program, too," I injected.

"How's that?" Bob questioned.

"Well, many big contractors mix Calcium Chloride into their concrete to make it more workable and . . ."

Just then our pilot swooped low over a big crew laying concrete.

Bob snapped two fast photos and scribbled a half-dozen lines in his notebook. "What a story," he enthused. "Good thing there isn't much dust or my pictures would be lousy."

"That's because they've spread around a layer of Calcium Chloride," I answered.

"More Calcium Chloride? How come you're so sure?"

"That's the Thompson outfit — see his name on the side of the trucks? He uses it to keep the dust down around his construction sites and puts Calcium Chloride in his concrete to give it higher early strength, greater final strength and . . ."

"Dod," Bob exploded, "there's a terrific little story in this Calcium Chloride! Why, it's one of the keys to a better interstate system! Let's go back to the Thompson crew. I want to get some closeup shots of exactly how they use Calcium Chloride."

A few moments later we landed quite close to where Thompson's men were working. Bob had fire in his eyes . . . visions of another great story.

Before we could stop him, he grabbed his camera and jumped . . . right into nine inches of fresh concrete!

— L. D. DODSON

P.S. — Write for our booklet, "How To Make Better Concrete Products and Ready Mix." It's packed with facts and ideas telling how you can improve your concrete. Wyandotte Chemicals Corporation, Wyandotte, Michigan. Offices in principal cities.

Wyandotte
CHEMICALS



MICHIGAN ALKALI DIVISION
HEADQUARTERS FOR CALCIUM CHLORIDE

Unloader's New Sheaves Reduce Wire Rope Wear

Side-O-Matic Unloader Corp., York, Pa., has changed over to using ductile-iron sheaves and yokes on its unloader. Previously the sheaves had been flame cut from steel plate and then machined down.



The changeover to ductile-iron, foundry-cast sheaves, besides reducing costs, lowers the unloader's overall weight slightly and increases the life of wire rope, since there is less abrasive wear.

Enter X64 on Inquiry Card

Block Finishing Brush Improved By Besser

The new improved Besser block finishing brush gives a finished look with true top surfaces and sharp,



clean edges to block. The brush wipes all crumbs from the top of the green block. The block finishing brush can be adapted to either front pallet feed or rear pallet feed block machines.

No motor is needed as the brush is connected by Vee belts to the conveyor and operates only when the Vibrapac is running. The complete brush assembly is designed for easy removal from the machine when attachments are changed. Because of the one piece brush and quality bristles that stay clean this new brush resists wear.

For further information write Besser Company, Dept. 446, Alpena, Michigan.

Enter X65 on Inquiry Card

New Aglite Plant Sold By Sayre & Fisher Co.

A \$1,000,000 plant to produce Aglite, an expanded clay aggregate, has been turned over to North Central Lightweight Aggregate Company, Inc., Minneapolis, Minn., by Sayre & Fisher Company, Sayreville, N. J., it was disclosed the middle of April. The plant has been operating at the rate of 700 cu. yds. a day since March 1.

According to Sayre & Fisher board chairman, David S. Fishman, "The real significance of the delivery of this plant, the first and only one we have undertaken, lies in the near future. We have held off acting on applications for the construction of similar plants throughout the U.S., Canada, West Germany, Australia, Israel, Thailand, and the British West Indies.

"Using our North Central experience as a yardstick we now are in a position to properly evaluate these applications and to act accordingly."

No Matter What
SIZE...



No Matter What
SHAPE...

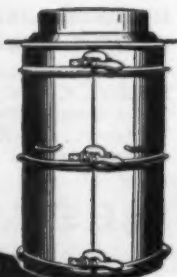


QUINN CONCRETE PIPE FORMS

Set The STANDARD For Producing Quality Pipe!

Over 50 years of experience go into the production of every Quinn Concrete Pipe Form. That's why the Quinn Heavy Duty form is recognized as the STANDARD the world over for producing quality concrete pipe at the lowest cost. Used in making pipe by vibration, spading, or tamping. Sizes for pipe 10" to 120" and larger. Tongue and groove (as shown) or bell end pipe in any length desired. No matter what size, shape, or length pipe you need, there's a Quinn pipe form made to fit your requirements. Write today for our FREE catalog and estimates.

Also Manufacturers of QUINN CONCRETE PIPE MACHINES
Quinn WIRE & IRON WORKS BOONE, IOWA



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ENLARGED
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Block producers who have bought the Second Edition of William Grant's famous book are lavish in their praise of the new material included and the updating of subjects that were covered in the first edition. Many have re-ordered enough copies for each of their key people.

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RELIABLE — DURABLE



Specify CARDINAL Suspension Hopper Scales for top efficiency in weighing cement and aggregates. Beam or dial type. Adaptable for all hoppers — can be installed to suit any requirement. Manual, semi-automatic or full automatic operation. Capacities: 500 lbs. to 100,000 lbs.

CARDINAL SCALE Installation

Photo courtesy of L. O. Funderburk, Jr., Mfg. Co., Camden, S. C.

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P. O. Box 28 — Webb City, Mo.

ASTM 62d Annual Meeting At Atlantic City, N. J.

The education of the engineer in the materials sciences, basic research, and an open forum on standardization of materials for nuclear reactors will be features of the 62nd Annual Meeting of the American Society for Testing Materials at Chalfonte-Haddon Hall, Atlantic City, N. J., June 21-26, 1959.

Several sessions and symposiums dealing with testing the engineering properties of soils, road and paving materials, bituminous mixtures, and concrete will give attention to problems important to our national highway construction program.

Eastern Block Men Hold Quarterly Regional Meet

The Eastern Concrete Products Association held its quarterly regional meeting April 1, at New Oxford, Pa.

One of the features of the meeting was a plant tour of Alwine Brick Company's block plant followed by

an inspection of the company's clay brick operation. Of special interest to the concrete block manufacturers was the hand-made brick production line. The preparation of the raw material and its movement to the forming table has been highly mechanized, but the actual filling of the molds and the stripping is a hand operation. Both standard sizes and special shapes are formed here. These brick are widely known for colonial restoration work throughout the east.

The next meeting of the association is tentatively set for early June and will feature color in concrete and the new PCA bulletin, "General Considerations of Cracking in Concrete Masonry Walls and Means for Minimizing It," by Carl A. Menzel, will be analyzed by the local PCA products fieldman.

New Construction Heading Upward to a Record Year

After a breather, a substantial leap. This seems to be the building and construction picture for this year.



10 DIFFERENT
COLORS

- **ECONOMICAL**—costs very little extra per square foot . . .
- **DURABLE**—color all-the-way through the concrete . . .
- **PERMANENT**—to weather and sunlight . . .

For further information and color card write to

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Counter is dash-board mounted. Switch mounted on frame . . . can actuated by drum.

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Deliver a BETTER MIX

- Install Durant Productimeter 3-Y-8440 on your trucks to count exact number of mixing revolutions.
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Representatives in Principal Cities

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1957 N. Buffum St., Milwaukee 1, Wis.
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Send for
Descriptive
Literature

PRODUCTIMETERS
SINCE 1879 *Count Everything*

1958 proved a respite and breather after the vigorous tempo of 1956 and 1957. But 1959, according to 1st. quarter figures and estimates of the year-end volume, will see a number of new highs in various segments of the building and construction industries, as well as the total of new construction.

Private housing starts, according to March, 1959, figures, is going along at an annual rate of over 1.3 million—closer to 1.4 million—which is considerably above the levels of last year. Highway construction is expected to be another strong point in this year's picture, with a total of close to \$6 billion. Most other areas are well ahead for the year so far, also; so that the new construction volume for the year is estimated at a record \$52.3 billion.

**CLASSIFIED ADVERTISING
IN CONCRETE MOVES
USED EQUIPMENT FAST!**

MANUFACTURERS' NOTES

Joseph T. Ryerson & Son, Inc., Chicago, Ill., has appointed Theodore L. Kishbaugh to the position of general manager of its Wallingford, Conn., plant. He succeeds Charles H. Hallett who has resigned to establish his own business in California.

General Electric Co., Communication Products Dept., Lynchburg, Va., has made two appointments in its two-way radio sales organization. John E. Strehle has been named Florida district sales manager at Pompano Beach, and Jack Najork has been placed in charge of the two-way radio office in Chicago, Ill.

Bucyrus-Erie Co., South Milwaukee, Wis., has added to its list of distributors the Canadian firm of Mussels Canada Limited. The new distributor, which will also be handling the product line of Bucyrus-Erie Co. of Canada, Ltd., has the territory of Quebec, New Brunswick, Nova Scotia, and Prince Edward Island.

**NEW! EFCO
BRIDGE COLUMN
FORMS**

EFCO Bridge Column Forms used on New Orleans overpass save time and labor. Precision construction permits quick, easy stripping as shown. Adaptable to a wide range of uses. Ideal for forming pier nosings when combined with regular EFCO Forms.



**MAIL
COUPON
TODAY**

Economy Forms Corp.
Box 128-H,
H. P. Station
Des Moines, Iowa

Please send information on EFCO Bridge Column Forms, and address of nearest sales office.

Name.....

Firm name.....

Address.....

City..... State.....

**... the answer to your
CONVEYOR AND ELEVATOR
problems ...**

Whatever the materials to be handled... the need for rugged, reliable, equipment... installation space limitations... MECO can supply the answer with Conveyors and Elevators, designed, engineered, and manufactured, to meet your specific requirements! MECO Conveyors and Elevators embody features and advantages gained in nearly 50 years of experience in the manufacture of material handling equipment—assure efficient, economical operation, and years of trouble-free service—are giving the utmost in satisfaction to numerous users in the chemical, plastics, ceramics, coal, sand and gravel, non-metallic and other industries.



MECO Centrifugal discharge Elevator, feeding conveyor.

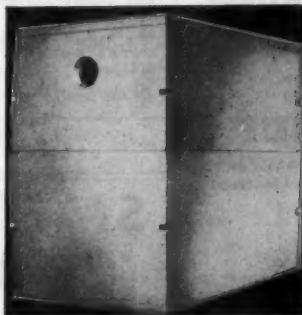
MECO Conveyor with hopper and chute for material blending.

For additional information, write today for Bulletins No. 576 & No. 577. Literature mailed promptly. For immediate action, call collect!

THE MANUFACTURERS EQUIPMENT COMPANY

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**NORWALK APPROVED
SEPTIC TANK MOLDS**



**IN A SELECTION OF
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TO MEET YOUR SPECIFIC
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All styles meet the specifications of Federal, State and Municipal regulations

All NORWALK tanks are available in 500 to 2,000 gallon capacities.

- THE TWO PIECE TANK with tongue and groove seal (Illustrated)
- THE ONE PIECE TANK with slab top
- THE DEEP TOP TANK with air space cover

Distribution box molds and grease trap molds.

Build approved septic tanks quicker and at lower cost with NORWALK equipment. Rugged, all steel construction, properly reinforced to insure a good, rigid mold that will give many years of profitable production.

Write for detailed information • Financing may be arranged

THE NORWALK VAULT CO.

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PLAIN PALLET CLEANING

We truck our machine to your plant and supervise entire cleaning and planing off of pallet residue. No need to shut down as we will keep up with production.

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Phone: Prescott 2-1135

FOR SALE

Kent Twin Block Machine
Front Pallet Feed
Magnetic Offbearer
1,500 Pallets
40 Racks

1 - Marion $\frac{3}{4}$ Yard Crane - \$5,500.00
PUNTA GORDA READY MIXED CONCRETE, Inc.
520 King Street Punta Gorda, Florida.

COMPLETE BLOCK MAKING EQUIPMENT FOR SALE

Gocorp, Jr., 18 ft. skip, 18 ft. mixer, racks, pallets and mold boxes for 4", 8" and 10" block, hand lift truck. May be seen operating prior to June 1st. Installing larger equipment.

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605 PATTERSON ST. NEWPORT, KENTUCKY

PRODUCE *Better*
CONCRETE PRODUCTS
at Lower Cost WITH

New FIBERGLAS CONCRETE PRODUCTS
FORMS BY **Zeidler**

Tough! Extra long lasting. Modern flexible design. Easy, trouble-free stripping. Economical, too!



11x18x36" Fan Splash Block form. Write for literature, prices and information on custom designed forms.

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PRODUCTS
CLEAR LAKE
IOWA

BLOCK PLANT

SUPERINTENDENT WANTED

Position open for qualified concrete products plant superintendent. Must be capable of taking charge of plant manufacturing heavy and light weight blocks. This is a three Besser plant in the Metropolitan New Jersey area equipped with latest automation. The applicant must have thorough knowledge of Besser equipment, also must be cost and quality conscious.

OLIVER MANUFACTURING SUPPLY CO.

BOX 308 RAHWAY, NEW JERSEY

FOR SALE

120-yd. Johnson semi-automatic concrete batch plant, five compartments (one cement); also 35,000 sq. ft. Atlas (Irvington) steel speed forms for concrete walls; also two $1\frac{1}{4}$ yd. shovel front attachments for Bay City Machines; also unused $\frac{3}{4}$ yd. shovel front attachment for 41 Lorain; all equipment used, in first class condition.

E. & E. J. PFOTZER

P. O. BOX 402 BARRE, VERMONT

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Add a new profitable sideline, by selling our original high-grade

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PLAIN PALLET BLOCK MACHINE FOR SALE

We have recently taken several Fleming-180 Automatic Block Machines on trade. They are being offered for sale at \$1200-\$1600 complete. For DETAILED information contact:

FLEMING MANUFACTURING COMPANY
Cuba, Missouri.

FOR SALE

CONCRETE TRUCK MIXERS

(as is — subject to prior sale)

- 3 Jaegers — two to four yd. capacity — \$300.00 each.
- 2 Smiths — three to four yd. capacity — \$300.00 each.
- 1 Willard — three cu. yd., 1952 Chevrolet — \$1800.00

CONCRETE TRANSPORT MIXER CO.

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PHONE: Flanders 2-7800

WANTED

Representative actually calling on concrete block industry to represent substantial processing equipment on commission to large block manufacturers. Must be thoroughly familiar with processing methods of the industry. Responsible manufacturer, attractive proposition, territorial protection. For full details Address:

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400 W. Madison St. Chicago 6, Ill.

Long Lasting! Easy-to-Strip!

METAL FORMS FOR CONCRETE SPECIALTIES



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Complete Ready Mix plant's five yard Batchers, dial scales, water pump and meter. Delivered and set up in your yard — \$6,850. Thirty trucks with Challenge, Rex, Smith, and Jaeger mixers, \$3,900 to \$8,000 each. Hough and Michigan front end loaders. Complete sand and gravel washing plants. Two 8 x 125 Autoclaves — complete with boilers.

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No Need to Shut Down — Latest Type Machine Serving the South at Your Plant.

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Advertising necessities for the block industry. Line pins, twigs, corner blocks, calculators. Complete catalog on request.

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99 DEERING ROAD

MATTAPAN 26, MASS.

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Our operator trucks cleaner to your plant. Approximately 300 plain steel pallets in popular sizes cleaned per hour. No interruption in production.

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National manufacturer is desirous of obtaining manufacturing and sales rights on any equipment or improvements used in concrete products plants on a royalty or outright purchase basis. Patents not essential. Protection guaranteed.

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We have the most modern machines in use and can do your pallet cleaning to meet your work schedule. There is no extra charge for transporting our machines as they move on our own trucks.

EASTERN PALLET CLEANING, INC.
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Stearns #7 & 9 Joltcretes.....\$ 500.00 each
(Joltcrete owners at this price buy one for spare parts.)

Mold Boxes #7 & 9 150.00 each

2 Air Offbearers Stearns #7 & 9 250.00 each

2 Hand Lift Trucks 175.00 each

1 Lithbar 2-Block Machine complete with 1000 plain steel pallets 18" x 22" 2900.00

1 Stearns 28 cu. ft. Mixer, Good condition with motor\$1000.00

100—Racks for cured steel pallets 10.00 each

100,000 pressed steel pallets in stock (Send tracing or sample for quotation).

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Send in list of equipment you need. If we don't have it in stock, we usually know where we can find it at a bargain.

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Products. Complete Technical Supervision

of Central Mixed Concrete Plants.

2024 ARCH ST. • PHILADELPHIA, PA.

COLORS

For Cement
and Concrete

COLOR YOUR CONCRETE WITH LANSKO CEMENT COLORS, available in 40 ATTRACTIVE shades. Suitable for all types of concrete products. Write for our new color card, copy of "Suggestions For Using Cement Colors," and for free samples and price list.

Manufactured by:

LANDERS-SEGAL COLOR CO.

76 Delavan St.

Brooklyn 31, N.Y.

SUPERIOR

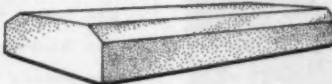
FOR THE FINEST IN —

- FORMING
- HANDLING
- STORAGE

EQUIPMENT

PARKING CURB No. 124-A4

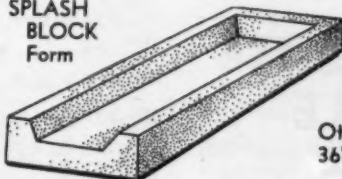
PRICE — \$33.00



check this: 48" x 9" x 5"
— ONLY \$23.75 —

- 72" x 9" x 5"
- * Easy to strip
- * Beveled end optional
- * Other sizes —
- 84" x 9" x 5"
- 96" x 10" x 9"

SPLASH BLOCK Form



No. 124-A1
Just \$16.00
for this husky new
rectangular splash block
Form — 24" x 11" x 3"

Other splash block forms:
36" x 11" x 3" and 36" x 12" x 4"

— STEPPING STONE FORMS —



From \$5.50
& up

- * Both multiple & single forms
- * Hexagonal forms (19" dia.)
- * Sizes available
- 12" x 12" x 2", 12" x 18" x 2"
- 12" x 24" x 2", 24" x 24" x 2"

VIBRATING TABLES

COMPLETE
\$180.00
up

28" x 40" x 18" high
(other sizes to order)
Motor driven eccentric
Structural steel table

• SKIP — BUCKETS

• LINTEL MACHINES

• HOPPERS & BINS

• FORMS TO YOUR SPECIFICATIONS

(send — a — sketch)

WRITE* WIRE OR PHONE

SUPERIOR CONCRETE MACHINERY CO.

5352 West Broad Street, Columbus 4, Ohio

Telephone — TR8-3405

TAMMS AGRASEAL

BRUSH COAT

ONE
COAT
COVERS

Seals and beautifies concrete all in one application. Better than several coats of ordinary type cement paint! Surfaces sealed with AGRASEAL repel water, oil, alkali, steam, sun, smoke, heat, cold, dampness and frost. Seals the tiniest air holes! Mixes easily with water. Applied easily with scrub brush or short bristle paint brush. Comes in white, cream, grey, green, brick red, light buff, sunny yellow, mint green, peach and coral pink.

Write for
Color Card
and FREE
SAMPLES

TAMMS INDUSTRIES CO.

228 North La Salle Street
Chicago 1, Illinois

NEW FRANCHISE AVAILABLE

Your territory may still be open for Stock Stopper Cattle Guards*, a brand-new item that converts waste cement into high profits, requires no finishing.

GET THE FACTS NOW—nearly 150 licensees are already doing big volume with Stock Stopper because it's unique in a market that's never been tapped: Every ranch, farm and suburban home is a prospect.

*Pat. pending

Complete "package"
Cattle Guard sells easily
—direct or thru dealers.
Nationally-advertised!



At VERY LOW COST we supply easy-stripping metal forms for Stock Stopper reinforced concrete beams, as well as pre-cut pressure-treated hardwood treads. Every unit you sell means PLUS VOLUME with little or no increase in your labor or overhead. We furnish advertising and sales-aids.

Cattle Guards, 26 South Perry St.
Montgomery, Alabama

Rush complete details on your franchise.

NAME

ADDRESS

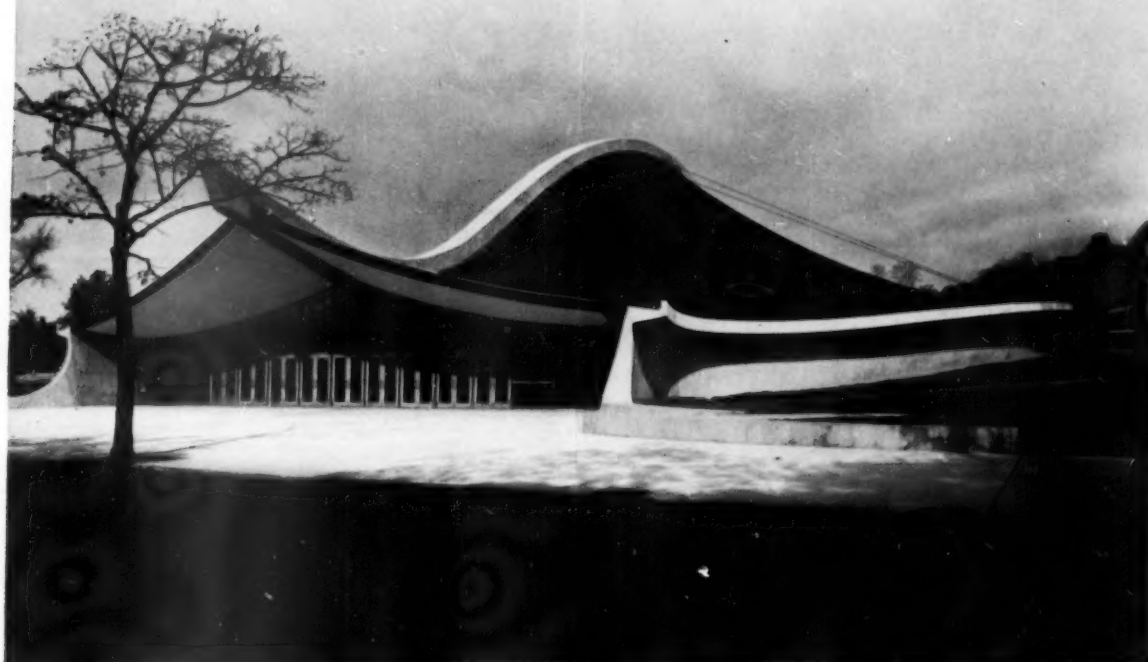
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Yale's new hockey rink and Penn-Dixie Cement

Concrete was chosen to form the soaring backbone and slanting side walls that frame the Ingalls Hockey Rink at New Haven, Conn. Through imaginative use of concrete, spectators have an unobstructed view of the entire rink. Penn-Dixie Cement was used in this work—a striking example of the adaptability of concrete to the demands of modern design and engineering.



PENN-DIXIE CEMENT *Corporation*

Penn-Dixie means Permanent Dependability

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Philadelphia
Pittsburgh
Boston
Chicago

Detroit
Atlanta
Des Moines
Chattanooga
Nazareth, Pa.

Milwaukee
Potoskey, Mich.
Buffalo
Holland, Mich.

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Nazareth, Pa.
Penn-Allen, Pa.
West Winfield, Pa.
Buffalo, N. Y.

Kingsport, Tenn.
Richard City, Tenn.
Clinchfield, Ga.
Des Moines, Iowa
Potoskey, Mich.

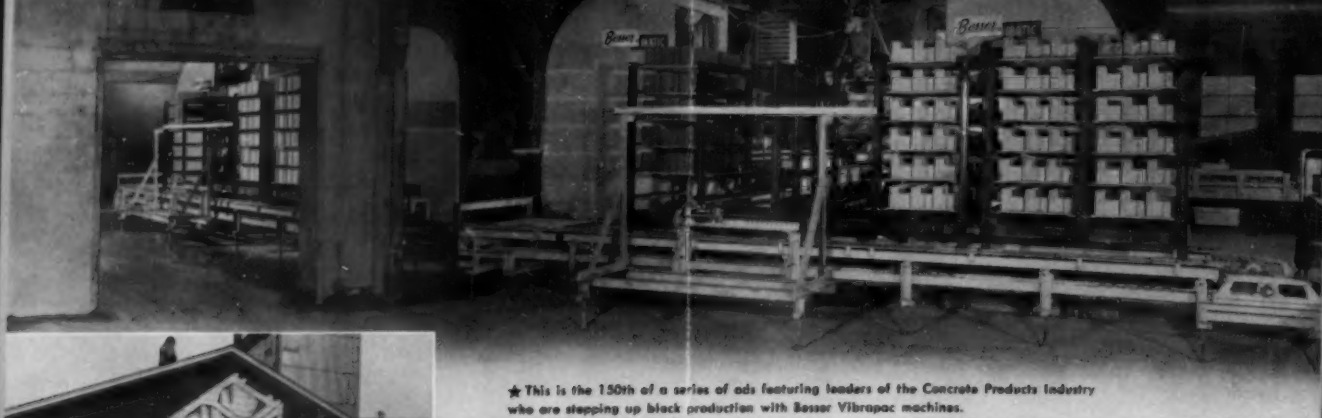
DISTRIBUTING PLANTS

Chicago
Milwaukee
Detroit
Holland, Mich.

Responsible for Yale rink construction: Architect, *Eero Saarinen & Associates, Bloomfield Hills, Mich.* • Structural Engineers, *Severud-Elstad-Krueger Associates, New York*
General Contractor, *Geo. B. H. Macomber, Allston, Mass.* • Ready-Mix Supplier, *Foxon Trap Rock Company, Inc., New Haven, Conn.*

For more information use postcard facing page 48.

Another **LEADER** in the **Block Industry!**



★ This is the 150th of a series of ads featuring leaders of the Concrete Products Industry who are stepping up block production with Besser Vibrapac machines.



● Mr. Howard Renker, President of Ideal Builder's Supply, flanked by two of his executives, R. L. Renker, Treas., and Paul Nivendam, Gen. Mgr. Mr. Renker states: "The Besser Vibrapac and Besser-Matic is the best equipment to buy if you want high production and top quality block."

VIBRAPACS + BESSER-MATICS **Solve Ideal Builder's** **Block Production Problems!**

An effective block-promotion campaign by Ideal Builder's Supply & Fuel Company, Cleveland, Ohio, brought immediate results. Orders increased — more production was needed — new block-making and block-handling equipment was the answer. Naturally, they chose Besser equipment . . . Besser Vibrapacs and Besser-Matics, the perfect combination for modern block plants.

Ideal Builder's first Vibrapac proved so successful, the company added another Vibrapac in 1957. But a more efficient method of handling block was also needed. Two Besser-Matic Loaders and Unloaders solved the problem. Currently the company is operating two shifts, each Vibrapac producing 950 top-quality block per hour. Their goal for the year is set at 5,500,000 units.

If you have a block-production problem, consider **VIBRAPACS + BESSER-MATICS**. Your nearby Besser representative will gladly help you.

BESSER Company

Dept. 127, Alpena, Mich., U. S. A.
FIRST IN CONCRETE BLOCK MACHINES

A9-201

